

City of Berkeley

Workshop Summaries


June - September 1994

*Making the Connections -
Livable Neighborhoods, Healthy Economy,
& Effective Services*

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Workshop Summaries

October 15, 1994

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Greta Kirschenbaum

with contributions from

Moore, Iacofano, Goltsman

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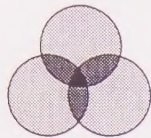
Introduction

This document presents detailed summaries of the six public workshops held as part of Phase Two of Berkeley's General Plan Update Process. Six workshops were held from June 1994 to September 1994 to discuss the topic areas of Community Design, Economic Development, and Community Services. The workshops were sponsored by the Planning Commission in an effort to gather public input for the General Plan Update.

The workshops were posed in terms of three challenges corresponding to the interrelated areas of Community Design, Economic Development and Community Services. Two workshops were held for each of the challenges and topic areas: *Building a Successful Commercial & Residential Neighborhood*, *Growing the Berkeley Economy* and *Developing a Successful Community - New Approaches to Services, Housing, & Public Safety*. Each pair of workshops was framed by a discussion of principles, opportunity areas, and strategies to guide future policies and programs. The Community Design workshops, held on June 11 and June 23 focused on areas of the City such as activity corridors and commercial centers, applying design principles such as non-auto transportation and district identity. The next two workshops, held on July 9 and July 21 identified economic development opportunity areas, principles, and tools which were applied to hypothetical economic development case studies. The last two workshops helped to identify new strategies for community services and program delivery.

The last workshop in the series will be held on October 15. This workshop, entitled, *Making the Connections - Livable Neighborhoods, Healthy Economy, & Effective Services* will integrate the three elements of Community Design, Economic Development, and Community Services, reflecting the contributions from public participation in the previous six workshops. A summary of this workshop will be prepared separately. Workshop results will be reviewed and integrated into the Draft General Plan.

Preceding the detailed summaries for the six individual workshops, you will find the major principles and suggested strategies that resulted from this workshop series. The Planning Department has participants' original comment sheets on file and available for reference.



Principles for Community Design, Economic Development and Community Services

Community Workshops 6/94 - 9/94

Community Design

- Neighborhood and District Character
- Public Life
- Mixed Use
- Appropriate Transitions and Connections
- Access and Mobility
- Sustainable Natural Environment
- Housing Diversity

Economic Development

- Business Diversity
- Quality Jobs
- Revenue Generation
- Local Ownership
- Social Equity
- Community Character
- Economic Realism

Community Services

- Commitment to People: Access, Availability and Affordability
- Fairness
- Sense of Security
- Sensitivity to Neighborhoods
- Measurable Results
- Financial Responsibility
- Future Thinking



Community Design Principles

Neighborhood and District Character

Maintain and encourage distinctive neighborhood and district character through land use regulation, urban design standards, historic preservation, and economic and cultural development activities.

Public Life

Restore and develop public spaces; work with businesses and residents to make commercial districts more attractive and enjoyable for pedestrians.

Mixed Use

Encourage appropriate combinations of uses within buildings or areas to support public life, economic activity and transitions between uses.

Appropriate Transitions and Connections

Create transition areas and connections between intense activity centers and low intensity residential areas.

Access and Mobility

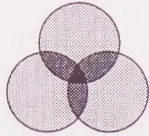
Maintain transportation systems to support the economic health of the City and the quality of Berkeley's neighborhoods; minimize expansion of street capacity; improve Berkeley as a place for pedestrians, transit users, bicyclists and disabled travelers.

Sustainable Natural Environment

Maintain and develop open space with strong consideration for ecologically sound management, multiple users and public safety.

Housing Diversity

Maintain and develop a diversity of housing types for all income, age groups, and household types.



Economic Development Principles

Business Diversity

Encourage a mix of businesses which provides the full range of goods and services people need in their daily lives, maximizes employment for Berkeley residents and ensures Berkeley's participation in a healthy regional economy.

Quality Jobs

Attract and retain businesses which create quality jobs, including entry level jobs and those which pay well. Quality jobs may not require a college education or offer advancement opportunities.

Revenue Generation

Attract and retain businesses which generate longterm revenue for the City.

Local Ownership

Encourage local ownership of Berkeley businesses.

Social Equity

Create economic opportunities for all Berkeley residents and ensure access to education systems and higher paying jobs, particularly for people who have historically lacked the resources to realize the benefits of existing education, employment and business opportunities.

Community Character

Recognize Berkeley's unique cultural, natural, and urban character as a major economic asset to be supported by economic development in Berkeley.

Economic Realism

In economic development planning and implementation, recognize and respond appropriately to East Bay and Bay Area economic trends, changes in the national and international marketplace and key government decisions.



Community Services Principles

Commitment to People: Access, Availability and Affordability

Meet basic needs and improve the quality of life for individuals and families, recognizing that Berkeley can be a spiritual and economic center for the region.

Fairness

Ensure sensitivity of policymakers and service providers to the needs of service users and neighborhood concerns; provide information to all Berkeleyans regarding programs; take steps to encourage UC Berkeley to pay its fair share to the City; and create a more equitable distribution of services between Berkeley and other cities in the region.

Sense of Security

Help people remain in Berkeley by integrating youth and people in poverty into the mainstream and maintaining a mix of affordable housing opportunities; create a positive and safe living environment in both residential and commercial neighborhoods.

Sensitivity to Neighborhoods

Create diverse and sustainable neighborhoods and ensure a more equitable distribution of services among neighborhoods.

Measurable Results

Help people develop skills and obtain resources needed to become self-sufficient and contributing members of society; measure outcomes in clear and consistent ways.

Financial Responsibility

Ensure accountability for funding decisions; develop more effective funding coordination; locate new sources of funds; and compete effectively with other cities for outside funding.

Future Thinking

Develop a "Healthy Cities" model for Berkeley by creating longterm solutions and implementing policies which link complementary services.



Summary of Suggested Strategies

Community Workshops 6/94 - 9/94

Community Design

- Encourage In-Fill Development Along Major Corridors
- Enhance District Identity: historic preservation, landmarks/gateways, appropriate in-fill, urban design, neighborhood greening
- Improve the Pedestrian Environment: street lighting, street trees, widened sidewalks, plazas, sitting areas
- Further Promote Transportation Alternatives: transit, pedestrian and bicycle networks, traffic calming techniques
- Develop Safe Pedestrian and Bicycle Connections between Activity Centers and Transit
- Encourage a Range of Housing Densities and Configurations
- Maintain and Create Open Space

Economic Development

- Foster Businesses in Identified Opportunity Sectors
- Encourage Businesses which Contribute to Unique Community Character, Including Businesses which are Environmentally Sensitive
- Develop Business/Education Partnerships for Job Training and Advancement
- Create Regional Economic Partnerships
- Clarify the City Regulatory Structure and Streamline the Permit Process

Community Services

- Focus on the Needs of Children and Families
- Maintain the Supply of Affordable Housing
- Emphasize Prevention/Advancement Strategies
- Optimize the Use of Public Facilities (schools, libraries, recreation centers) as Multi-Service Centers for Child Care, Tutoring, Continuing Education, Neighborhood Meetings
- Distribute Social Services Throughout the City and in Relation to Neighboring Cities
- Integrate Community Services

Community Design Workshop #1

Introduction

This report presents a summary of the first community design workshop held at the North Berkeley Senior Center on June 11, 1994 in connection with the General Plan Update process. This workshop began a series of public meetings concerning the Community Design, Community Services, and Economic Development components of the General Plan. The purpose of the meeting was to gather public input in relation to the Community Design element of the General Plan. Approximately sixty people attended the workshop.

Planning Commission Chair Jeffrey Horowitz opened the meeting by welcoming everyone and inviting participants to share their ideas about the direction of Berkeley's growth and future development. Planning Director Gil Kelley gave an overview of the General Plan Update Process and introduced the framework for Community Design outlined in the Concept Plan. He then presented a slide show which addressed the question of what makes good community design. The slide show presented elements of design specific to Berkeley in order to illustrate both what we already do well and what we could do better. The slide show also offered some models and prototypes which the City could draw upon in order to best utilize Berkeley's resources.

Participants then divided into smaller groups in which they discussed specific areas of the city and existing land uses and opportunity sites. Facilitators presented a set of design prototypes and asked participants how these could be applied to the specified areas. The areas of study included the University Avenue Activity Corridor, Ashby BART Station Transportation Node, Hearst/Shattuck Activity Corridor, Grayson Street Major Employment Center, and the Hopkins/Monterey Activity Corridor.

The entire group then reconvened to hear the observations and suggestions made by each smaller group. At this time Gil Kelley reviewed the agenda for the second Community Design Workshop, to take place on June 23. He then closed the meeting by thanking participants for attending and encouraging their continued participation in the General Plan Update Process.



Summary of Major Issues

Workshop participants first discussed specific community design elements which contribute to successful commercial districts and neighborhoods, and then expressed their preferences and priorities among these elements. Facilitators introduced thirty-eight illustrated design icons (design sketches) and asked participants to place them on area maps where appropriate. Each group had time to discuss several of the five possible focus areas: the University Avenue Activity Corridor, the Hearst and Shattuck Activity Corridor, the Ashby BART Transportation Node, the Hopkins / Monterey Neighborhood Node and the Grayson Street Major Employment Center.

Participants repeatedly emphasized the need for pedestrian-oriented neighborhoods and design improvements. This preference was made clear through recurring requests to maintain or create a “pedestrian friendly environment.” The term “pedestrian friendly” included design elements such as lighting, wider sidewalks, and trees, as well as pedestrian access to local destinations and a desire for generally human-scaled neighborhoods. Participants were interested in reducing traffic through improving pedestrian and bicycle connections between activity centers. Participants were also interested in the maintenance and expansion of open space. Discussion of development improvements included suggestions for maintaining and enhancing district identity, supporting in-fill development on major corridors, and fostering a range of housing densities and configurations throughout the City.

Detailed Summary of Workshop Results

Activity Corridor: University Avenue

- Preserve identity of commercial areas:
 - remove signage /billboards; encourage projecting signs.
 - maintain scale by articulating the street wall.
- Maintain character of area:
 - retain diversity of cultures, land uses, scales.
 - restore and preserve existing structures.
- Address the paradox of creating pedestrian-friendly uses along a major transportation corridor:
 - provide street chokers at University and San Pablo to slow traffic.



- consider light rail down University Avenue.
- Preserve and enhance existing open space:
 - create a neighborhood mini-park at Hearst and San Pablo.
 - use field in front of Adult School as entryway to the facility.
 - create greenbelt along Santa Fe right-of-way (West St.).

Major Employment Center: Grayson Street

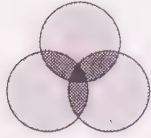
- Retain and enhance pedestrian-friendly commercial area along San Pablo.
- Maintain small scale for warehousing and manufacturing uses.
- Create better linkage with Aquatic Park.
- Provide live/work units which really function that way.
- Make Seventh Street more pedestrian friendly.

Transportation Node: Adeline/Ashby Bart

- Lack of connection (for pedestrian/non-motorized access).
- Adeline is a barrier to east-west passage for non-motorized access.
- Cultural nodes at northwest (Branch Library) and southeast (La Pena) corners.
- Commercial nodes at northeast (food centers) and southwest (BART) corners.
- Lack of human scale along Adeline.

Visions/Ideas

- Create linkages between retail/service centers and cultural nodes and through key transportation nodes along Adeline and Ashby.
- Better bus/bike connections to BART.
- Develop better transit — shuttle and/or light rail on Adeline to link nodes.
- Remodel BART station to improve pedestrian access across it and into it.
- Provide informational kiosks at Ashby BART (Adeline & MLK) and at Shattuck/Adeline (food center shopping).
- Public uses should support private and commercial activities to increase overall use and sense of destination.



- Create gateway through use of arch and tree corridors, i.e., greening along Adeline and Ashby.
- Create pedestrian flyways across Adeline.
- Create plaza on Ashby at BART station for future outdoor market; put parking in a structure.
- Adapt median on Adeline and plant with trees or move to east side.
- Develop institutional anchors on Woolsey and Adeline.

Summary of Principles

- Connect the three opportunity sites through urban design features:
 - wider sidewalks.
 - trees (use same species for visual identification).
 - pedestrian paving patterns.
- Add parking to rear of lots, not on streets; structured parking at BART.
- Enhance bikeways to BART.
- Make Ashby BART a real destination through redevelopment of east side for mixed use commercial/residential and west side for parking structure, and through linkages to opportunity sites to north and east.
- Green the transportation corridors of Adeline and Ashby with street trees to soften edges and to enhance the quality of experience.

Neighborhood Node: Hopkins/Monterey

- Ensure that this area continues to function well as a center for neighborhood-serving commercial.
- Retain “village quality” through the appropriate scale of buildings, both residential and commercial.
- To reduce traffic along Hopkins, Monterey and Sacramento.
 - divert traffic to peripheries of commercial areas.
 - place a traffic signal at Monterey and Hopkins.
 - reroute buses or move bus stops to nearby peripheries.
- Maintain the pedestrian-friendly environment.



- Move or soften the parking in front of Monterey Market.
- Consider using the Northwestern Title parcel for parking or as a tot lot.

Activity Corridor: Hearst/Shattuck

- Group members noted that this area served as an extension of downtown commercial as well as more neighborhood-serving commercial.
- Major opportunities exist for enhancing linkages with the downtown area and with the University as well.
- Provide linkages:
 - to proposed park from existing.
 - from University to Shattuck.
 - with commercial corridor along Shattuck.
- Maintain present quality structures.
- Increase housing (with a preference for low vs. high density).
- Improve accessibility:
 - curb cuts.
 - audible signals.
 - sidewalk repair and widening.
- Increase safety:
 - more foot patrols.
 - lighting.
 - night life (alternative uses in the evenings).
- Infill or rehab development should be 2 to 4 stories in height while retaining the character of the area.
- Provide access to public transit.



List of Participants

Note: Unfortunately, the duplicating process has rendered many of the names on our sign-in sheet illegible. If you attended this meeting but do not see your name listed below, please call the City offices to have it added.

Max Anderson	Coret Gray	R. Reece
William A. Anderson	Aaton Handel	Liz Resner
Jurgen Aust	Jackson Hanley	Hank Resnik
Eva Bansuer	Ann-Marie Hogan	Dan Rossi
David Blackman	Sheila Holderness	Ernie Scosseria
Ruth Bossieux	Jeff Horowitz	Angela Sklavouuos
Doug Buckwald	Glen Jarvis	Andrea Sherwin
Michael V. Casmer	Fritz Jaeger	Sven Shroeter
Betty Croly	Babette Jee	Maia Small
Anna J. Dean	Brad Jennings	Bob Sparks
Michael Delacour	Patrick Kennfroy	John Thelen Steere
Carol Denney	Karen Larimer	Elizabeth Stem
John Denton	Mark Liolios	Mike Warburton
Andrea Denver	Doris Maslach	Babs Wardwell
Bwoin Elsasser	Robin Miller	Jane Welford
Nancy Fong	James Moore	Isobel White
Lifford Fred	Ann Moshaddus	D. Williams
Dan Geller	Judy Nakedegawa	Susan Weugray
Michael Goldsmith	Bob Oliver	Mary Wilcog
Neil Goldstein	Margy Ortiz	Carla Woodworth

WORKSHOP ONE

COMMUNITY DESIGN

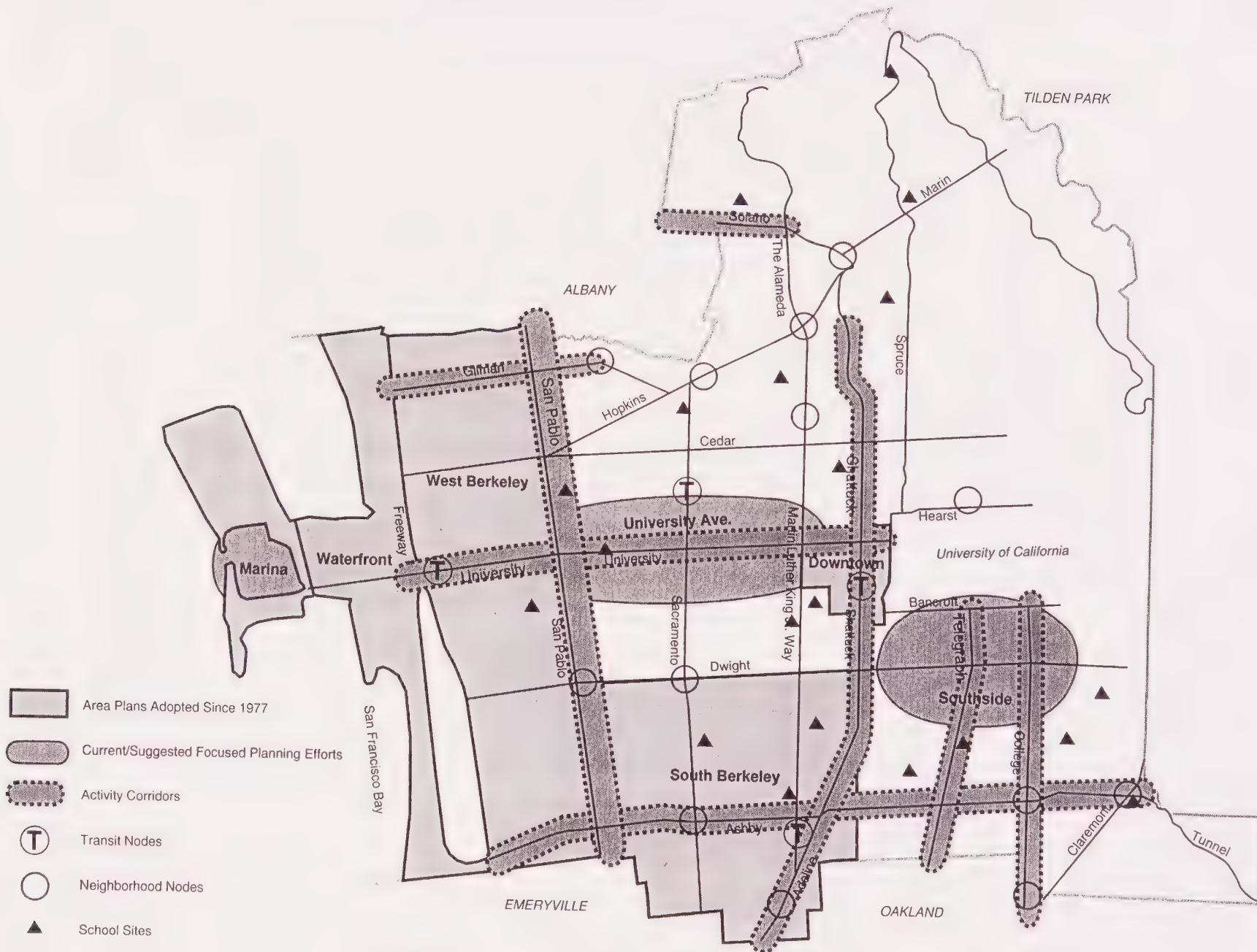
Urban Design Infrastructure
Transportation Open Space
Natural Resources

Saturday June 11, 1994

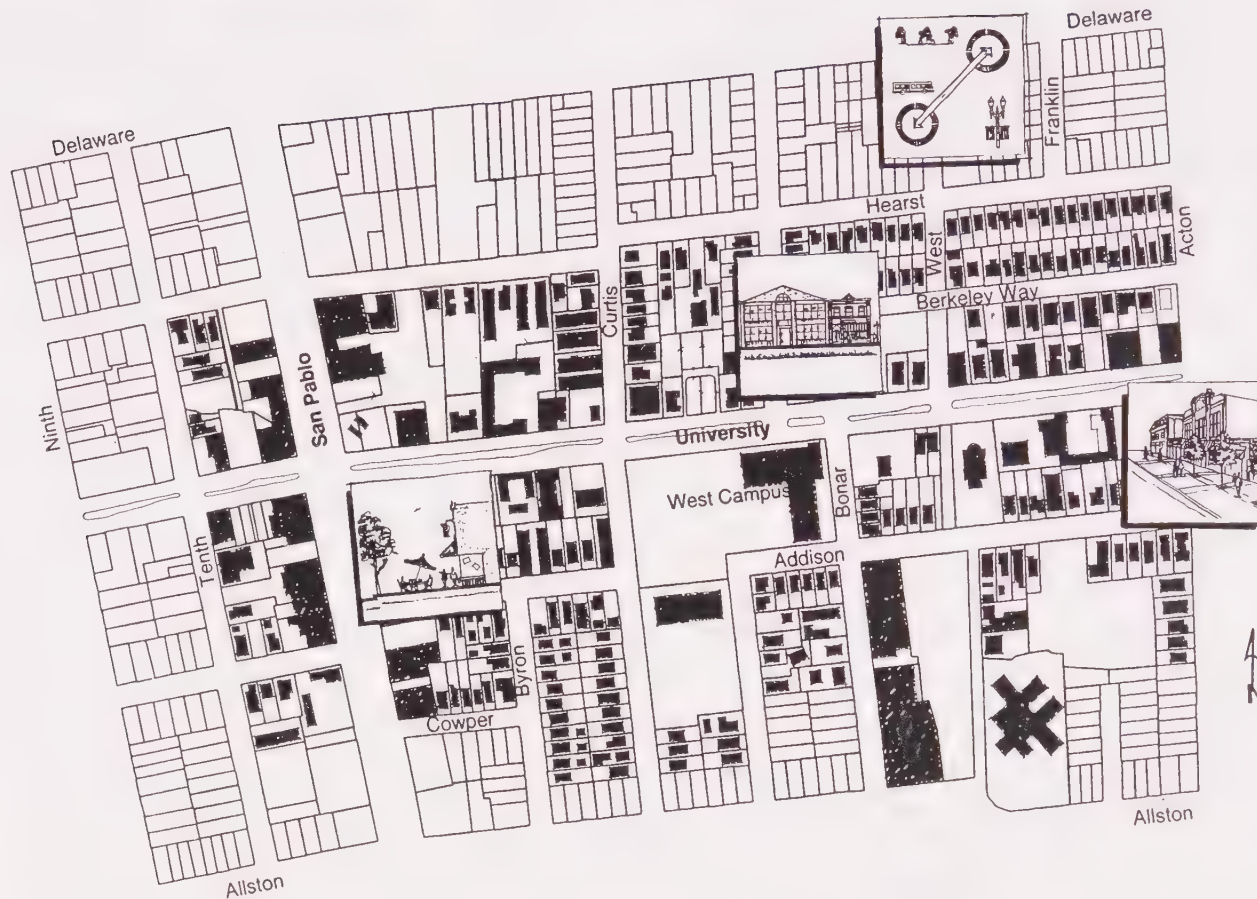
10:00 AM - 2:00 PM

North Berkeley Senior Center

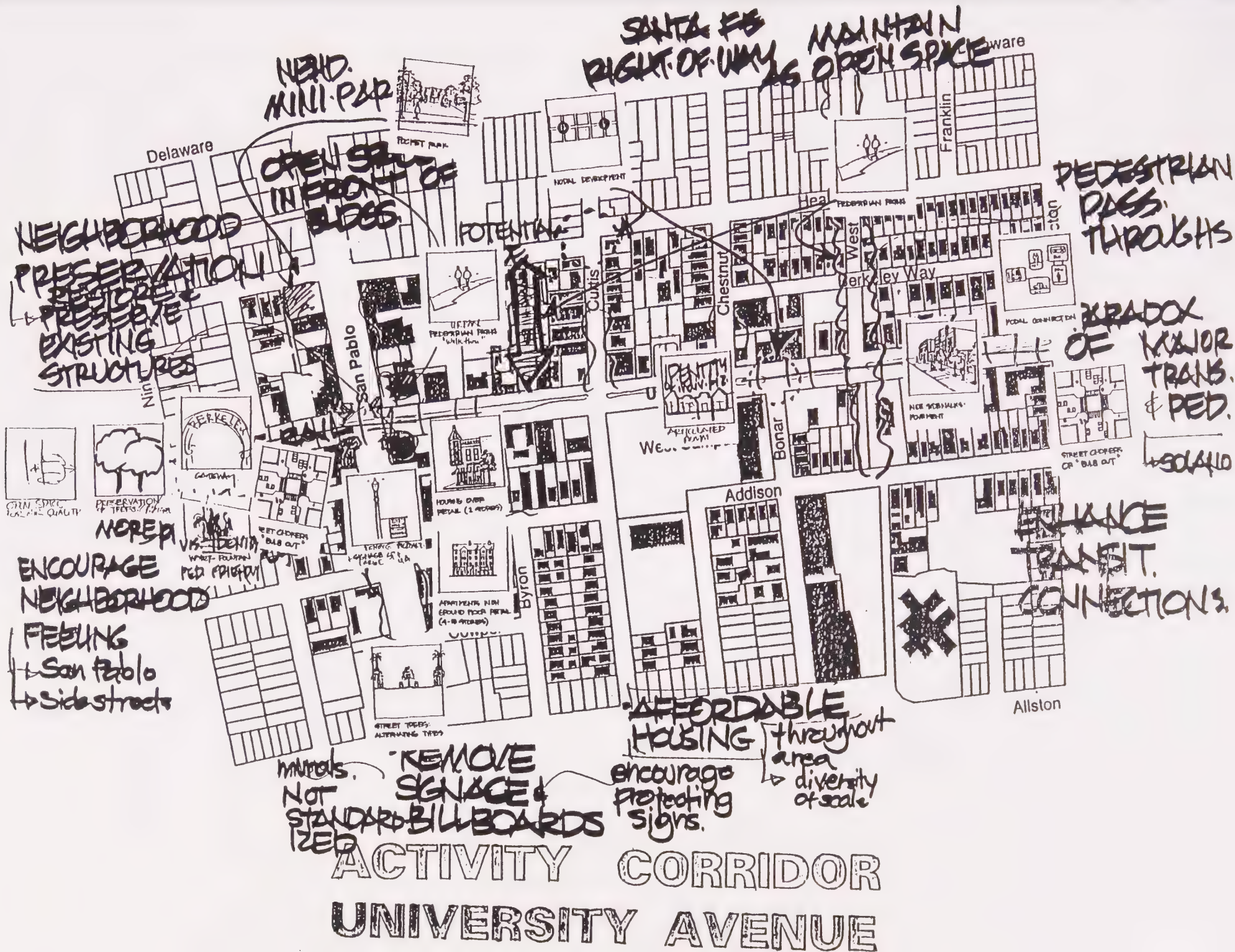
- 10:00 I. INTRODUCTIONS/OPENING REMARKS
- 10:10 II. PLANNING CONTEXT
- General Plan Update Process
 - Concept Plan (Framework for Community Design)
 - Growth Limits/Areas of Change
 - Community Desires
- 10:30 III. WHAT MAKES GOOD COMMUNITY DESIGN?
- What does Berkeley already do well?
 - What is our potential to do better?
 - What models and prototypes can we borrow from?
- 11:00 IV. SMALL GROUP EXERCISE
- Each group will be assigned a specific area and briefed on existing land uses and opportunity sites. A set of design prototypes will be presented. Each group will then be expected to:
- Suggest potential development and conservation strategies
 - Define desired design elements appropriate to the area
- 1:00 V. BREAK
- 1:15 VI. RECONVENE LARGE GROUP
- Reports back from Small Groups
 - Review Agenda for 6/23 Meeting (Workshop Two)



BERKELEY GENERAL PLAN



ACTIVITY CORRIDOR
UNIVERSITY AVENUE



BERKELEY GENERAL PLAN



ACTIVITY CORRIDOR
UNIVERSITY AVENUE
 of Uses
 Scale
 people
 IDENTITY:
 FAST FOOD? — rename to CHAVEZ

• NEIGHBORHOOD

• "GATEWAY" IS BEING PUSHED ALREADY IS.

• LITTLE "GREEN" MORE SPACE
 • MORE NEHD. INVOLVEMENT.

• CAREFUL SELECTION OF NEW STREET TREES

• PRESERVATION MAINTENANCE OF EXISTING TREES.

• CAUTION OF LAND BANKING

• GOOD TRANSIT CORRIDOR
 — example of good mix of transit & pedestrian

• SMALLER RETAIL
 • ETHNIC DIVERSITY
 — not warehouse, large chains.
 • INCENTIVES for

NEW 3-4 STORY MIXED USE

• ground floor retail
 • residential, office

• NO BLANK WALLS!
 — see into buildings

• APPEARANCE
 • MORE "PRESENCE" OF PUBLIC INSTITUTIONS
 • GATHERING PLACE RELATED

• SAFETY
 — Pedestrian (brick paving)

• KEEP AIR QUALITY CLEAN!!

• CLEAN, VEGETARIAN KITCHEN. CUISINE

PRESERVATION MAINTENANCE OF STREET TREES.

HEALTH SERVICES



ACTIVITY CORRIDOR HEARST/SHATTUCK

2 TO 4 STORIES
RETAINING CHARACTER

PARKING

- ▶ LINKAGE
- PREVENT LATE NIGHT USE IF PARKING IS NOT NEEDED, TO PREVENT POTENTIAL CRIME
- ▶ DO NOT REQUIRE PARKING FOR IN-FILL DEVELOPMENT (OR LOWER) (PARKING REQUIREMENT)

- ◻ MAINTAIN PRESENT QUALITY STRUCTURES
- ◻ INCREASE HOUSING
- ◻ LOW VS. HIGH (DENSITY)
- ◻ SMALL BUSINESSES
- ▶ INCENTIVES
- ▶ RENTS
- ◻ TRAFFIC LANE (REDUCTION)
- ◻ MASS TRANSIT
- ◻ ACCESSABILITY (CURB-CUTS) AUDIBLE SIGNALS
- ◻ SIDEWALK
- ▶ REPAIR
- ▶ WIDEN
- ▶
- ◻ SITE FURNITURE
- ▶ BENCHES
- ▶ LIGHTS
- ▶
- ◻ INCREASE SAFETY
- ▶ MORE FOOT PATROLS
- ▶ LIGHTING
- ▶ NIGHT LIFE
- ALT. USE IN EVENINGS



BERKELEY GENERAL PLAN



TRANSPORTATION NODE
ASHBY BART STATION

BERKELEY GENERAL PLAN

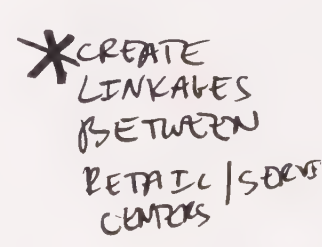


- 3 OPPORTUNITY SITES
1. BART STATION
 2. ADELINE COR.
 3. SHOPPING DIST.

■ LINKAGES
TREES

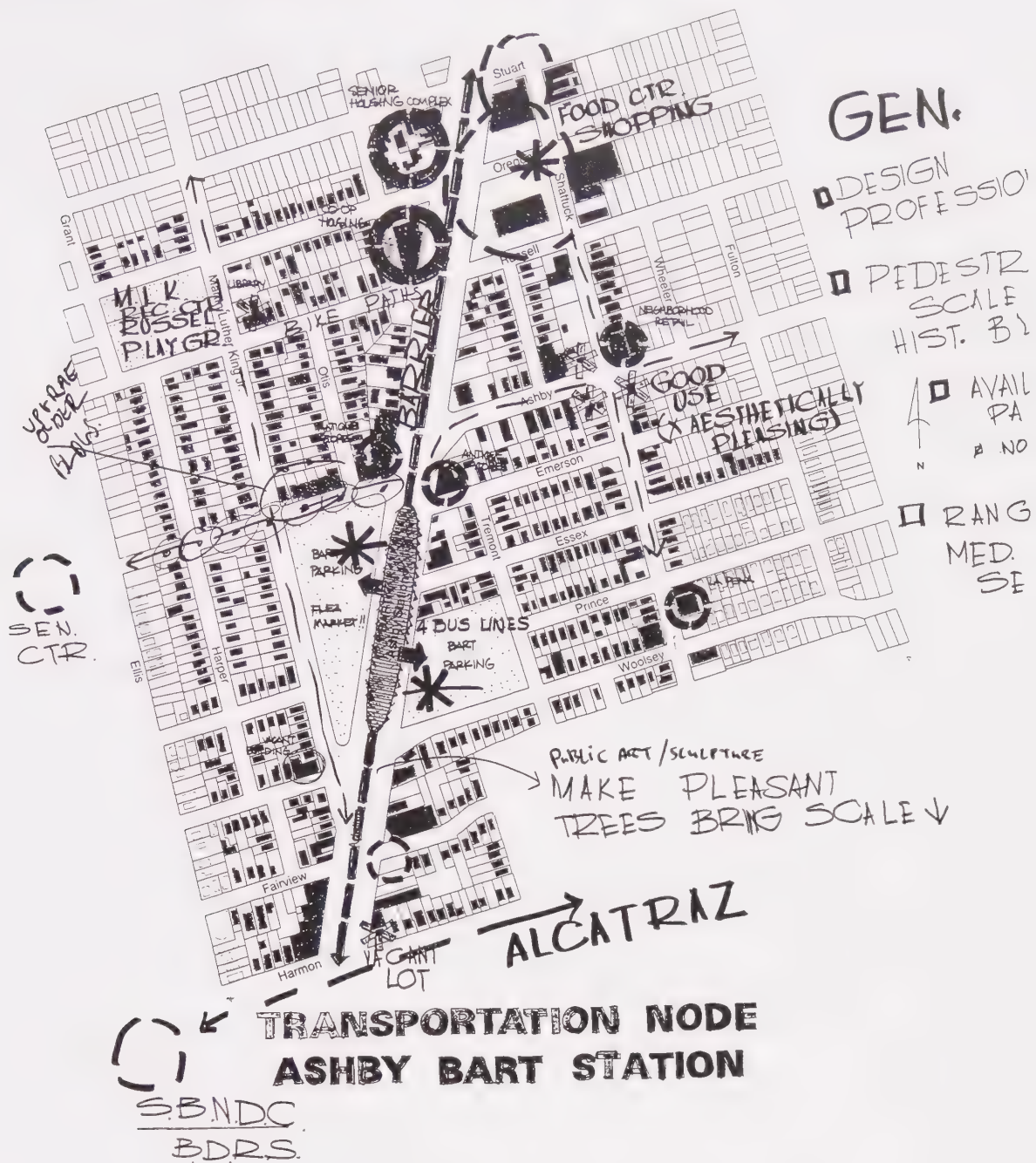
TRANSPORTATION NODE
ASHBY BART STATION

5
AN
DGS
ABLE
RING
N-METER
(★)
E OF
& SOCIAL
RVICE



21

BERKELEY GENERAL PLAN



- ST. → COMM. CORID.
- TRAFFIC
- 'FREEWAY FEEL'

CONSTRAINT → X ELIMINATE TRAFFIC

- BIKE PLAN → MILVIA & RUSSEL (CONNECT TO BART)
- MISSING

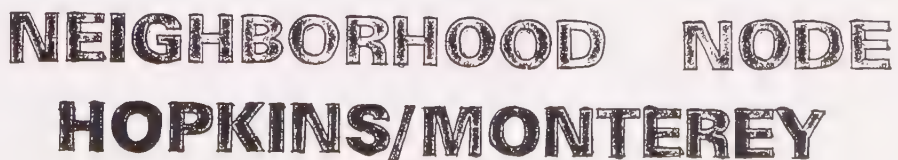


BERKELEY GENERAL PLAN



HOPKINS/MONTEREY

PLAN



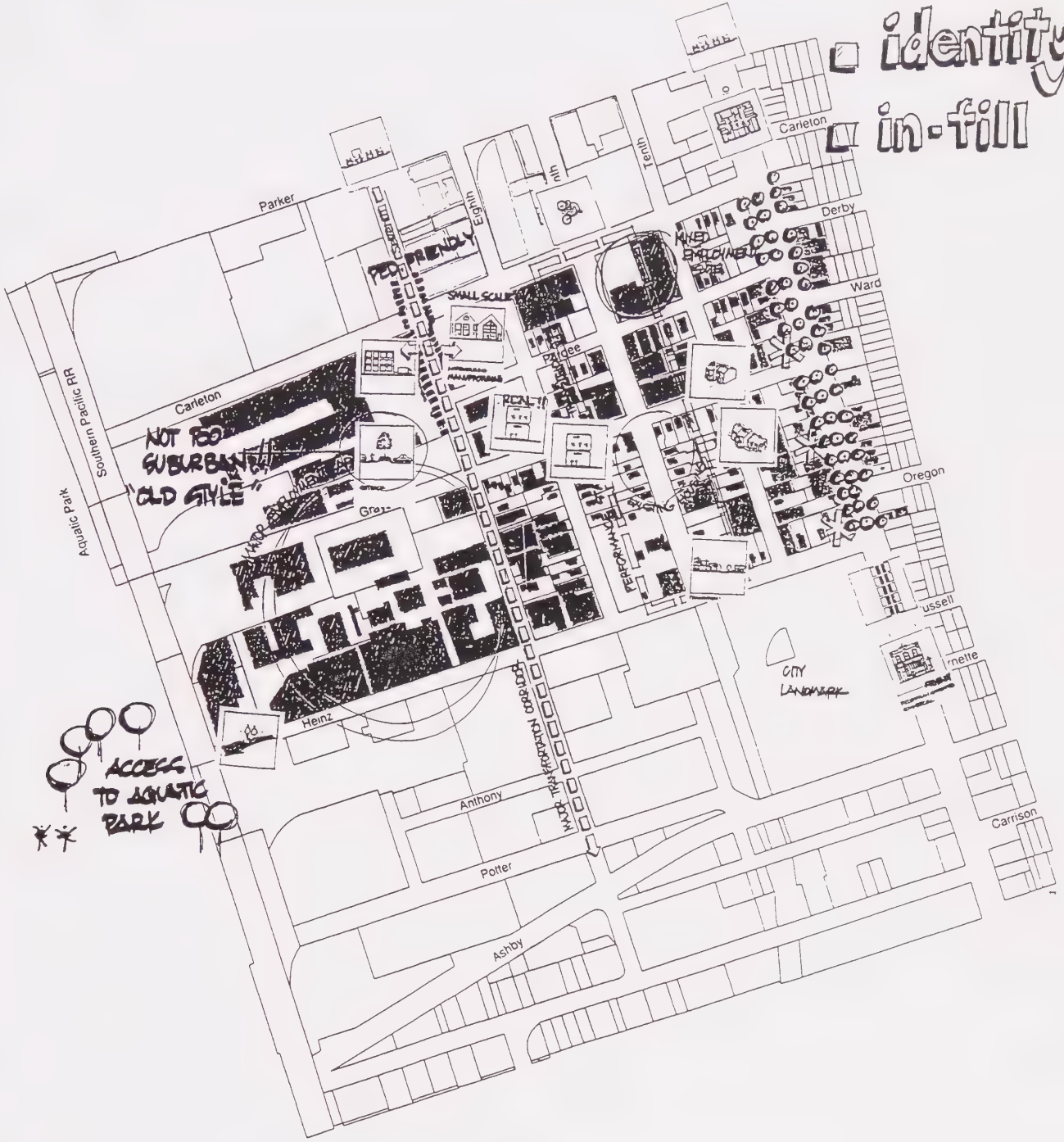
BERKELEY GENERAL PLAN



MAJOR EMPLOYMENT CENTER
GRAYSON STREET

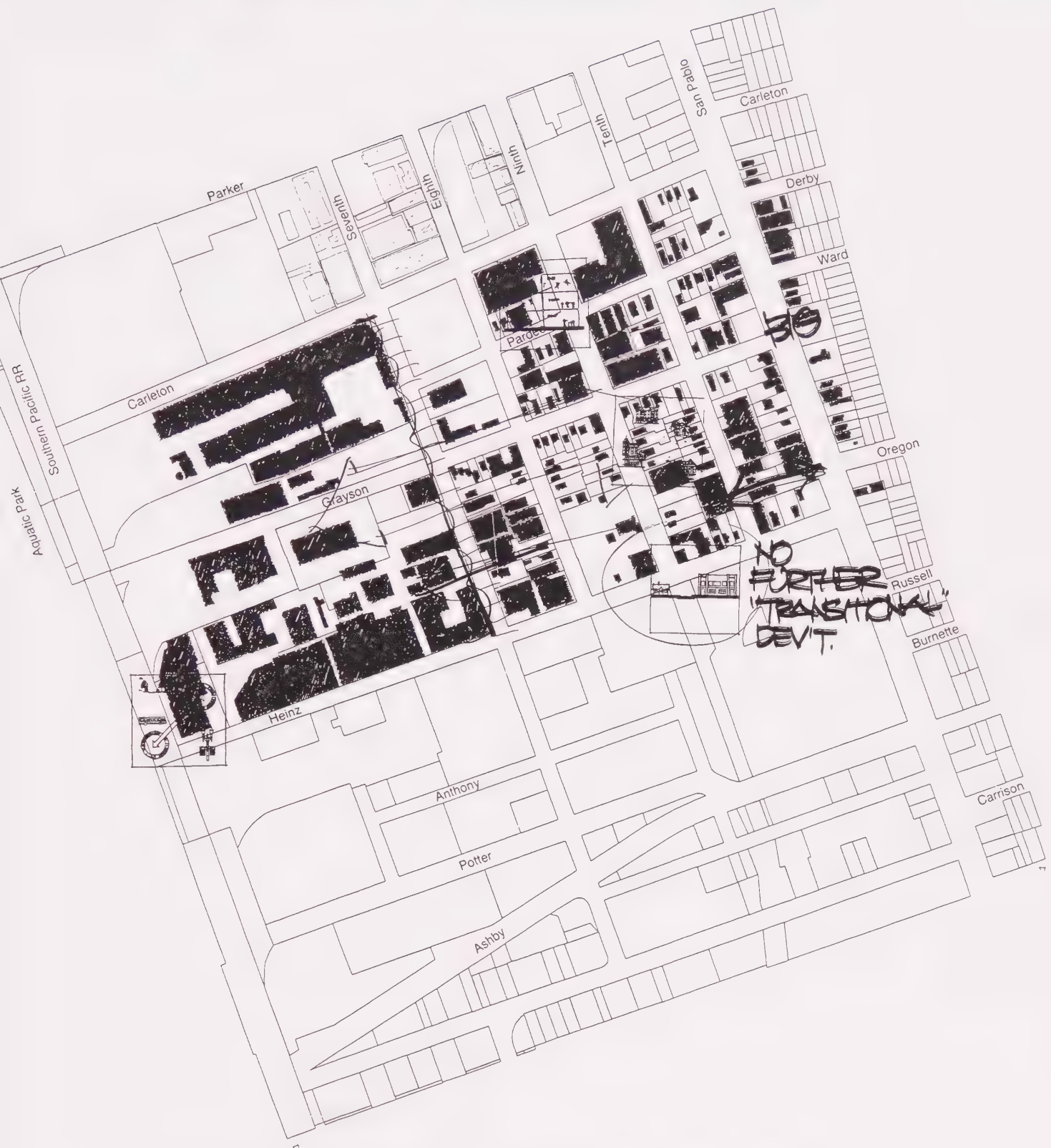
BERKELEY GENERAL PLAN

identity
in-fill



MAJOR EMPLOYMENT CENTER
GRAYSON STREET

BERKELEY GENERAL PLAN



MAJOR EMPLOYMENT CENTER
GRAYSON STREET

BERKELEY GENERAL PLAN



MAJOR EMPLOYMENT CENTER
GRAYSON STREET

BERKELEY GENERAL PLAN

WEST BERKELEY
AREA PLAN

ECONOMIC TRENDS OF THE AREA

- ✓ New and Old... away from big
- ✓ Small start-up from big industrial (transitional, due to City policy)

LIVE - WORK - NEAT

- ✓ Need better definition
- ✓ Too locked up!!

- ✓ Romanticised... not really for work... wealthy people
- ✓ Industry won't come in to the area
- ✓ Don't need really... just a connection to
- ✓ No gates... open

NEED CITY DIRECTION

- ✓ Policies to support
- ✓ Improve tax base

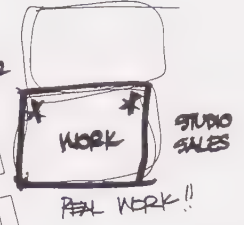
WHAT TYPE

- ✓ Chemicals
- ✓ Environmental
- ✓ Stay in the center

COMPATIBILITY IN RESIDENCES

- ✓ Better... of... is... of... of...
- ✓ Able to co-exist
- ✓ Traffic, Noise, etc.

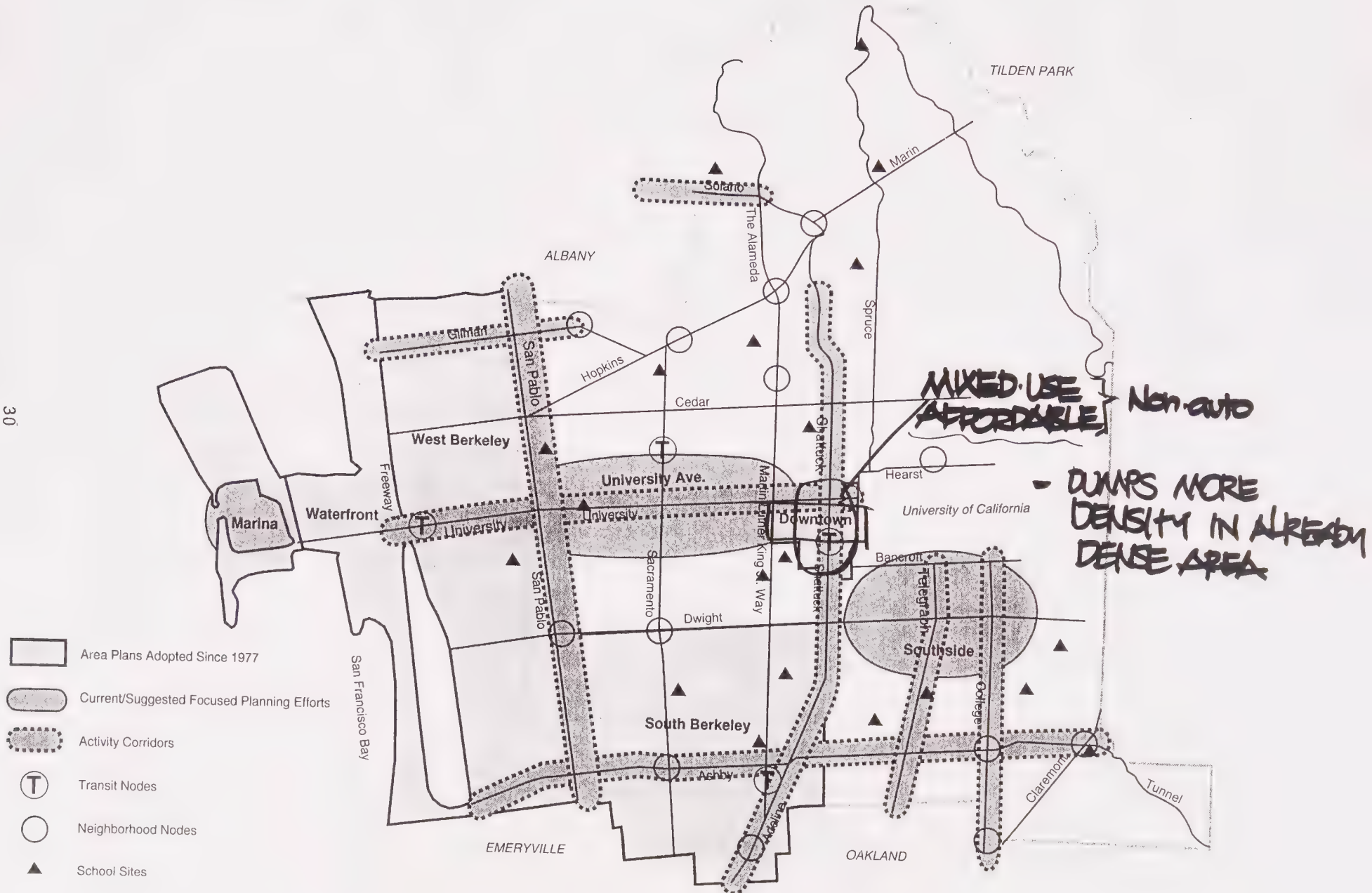
RESIDENTIAL
Transitional
of R and Comm.



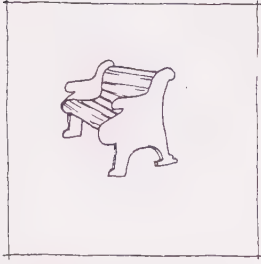
Vertical text on the left side of the map, possibly indicating a boundary or specific area.



MAJOR EMPLOYMENT CENTER
GRAYSON STREET



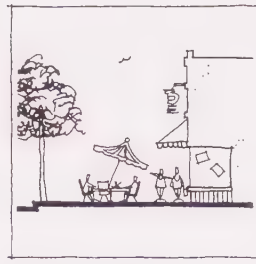
BERKELEY GENERAL PLAN



STREET FURNITURE



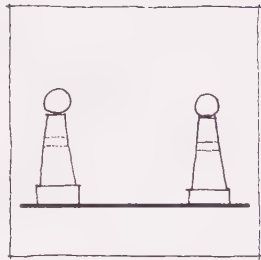
WIDE SIDEWALKS:
MOVEMENT



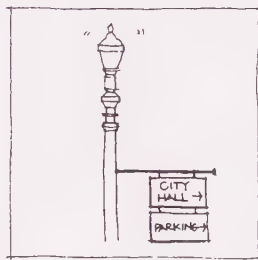
WIDE SIDEWALKS:
GATHERING



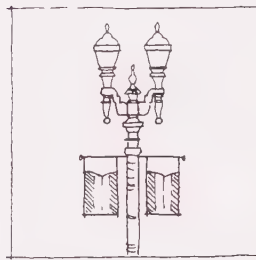
CREEK ACCESS



VISUAL IDENTITY



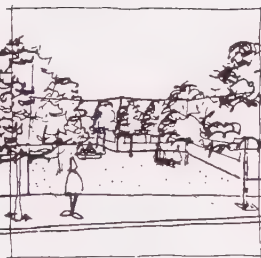
SIGNAGE



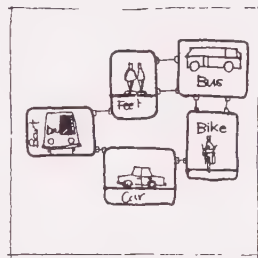
LIGHTING



POCKET PLAZA



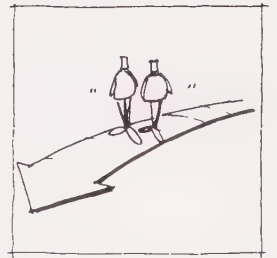
POCKET PARK



MODAL CONNECTION



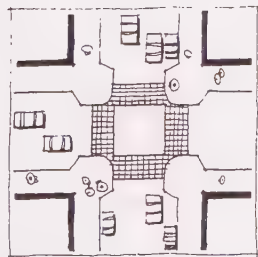
BIKEWAYS



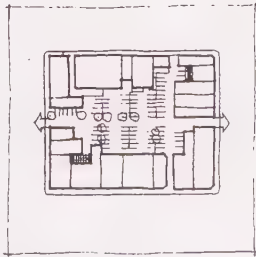
PEDESTRIAN PATHS



TRAFFIC



STREET CHOKERS
OR "BULB OUT"



INTERNAL PARKING

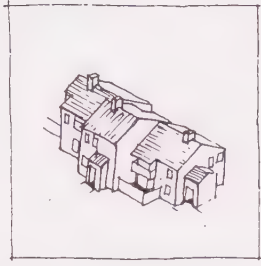


SETBACK

BERKELEY GENERAL PLAN



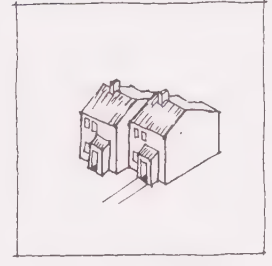
HOUSING OVER
RETAIL (2-STORIES)



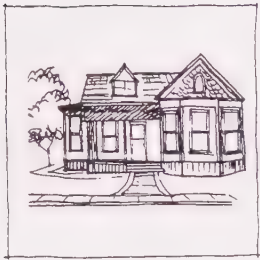
TOWNHOUSES
ATTACHED (LOW
RISE APARTMENTS)



APARTMENTS WITH
GROUND FLOOR RETAIL
(4-5 STORIES)



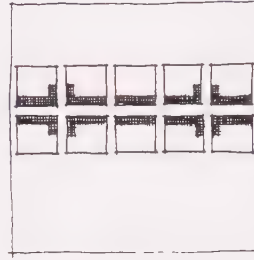
DUPLEX



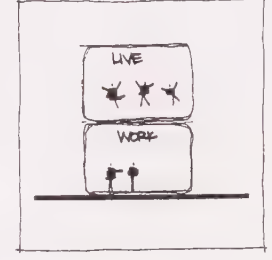
SINGLE-FAMILY



PEDESTRIAN-ORIENTED
COMMERCIAL



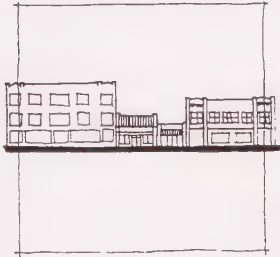
COMMERCIAL
AROUND CORNERS



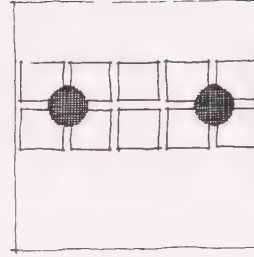
LIVE/WORK



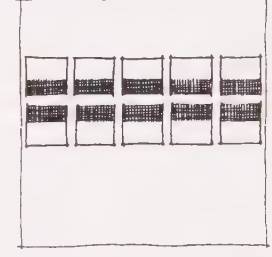
WAREHOUSING



HEIGHT VARIATIONS



NODAL DEVELOPMENT



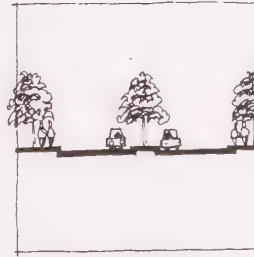
CONTINUOUS
MID-BLOCK DEVELOPMENT



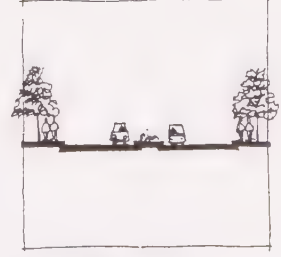
TRANSITION:
RESIDENTIAL
COMPATIBILITY



STREET TREES:
ALTERNATING TYPES

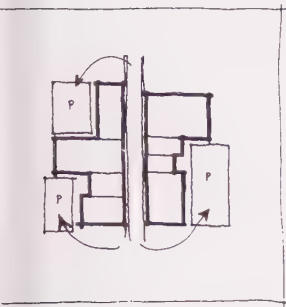


STREET TREES:
CONSISTENT TYPES



STREET TREES
NO MEDIAN PLANTING

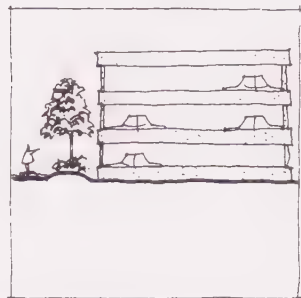
BERKELEY GENERAL PLAN



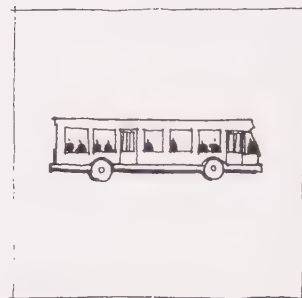
PARKING AT REAR
OF BUILDING



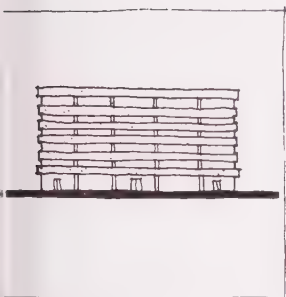
SURFACE PARKING



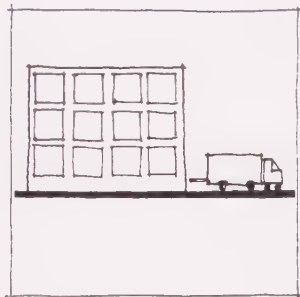
STRUCTURED PARKING



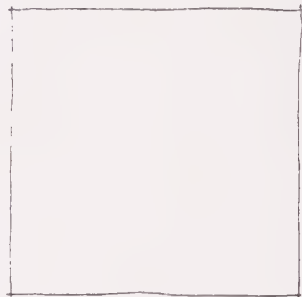
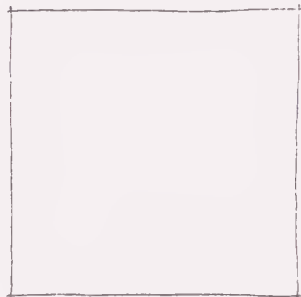
BUS



OFFICE



MANUFACTURING



Community Design Workshop #2

Introduction

This report presents a summary of the second workshop on Community Design held in connection with the General Plan Update process on June 23, 1994 at the North Berkeley Senior Center. This workshop was a continuation of the public discussion begun at the June 11th community workshop on design and land use issues in Berkeley. Approximately 60 people attended.

Planning Commission Chair Jeffrey Horowitz began by welcoming community members to the meeting. He thanked participants for attending and encouraged their continued involvement with the General Plan Update process. At this time, one public announcement was made concerning a San Pablo and University Avenue neighborhood meeting.

Planning Director Gil Kelley opened the meeting with introductions and a slideshow presentation. The slide show gave an overview of the General Plan and reviewed the topics covered in the first Community Design Workshop. Also included was a summary of the small group discussion results from Community Design Workshop #1.

Participants divided into smaller discussion groups to consider issues related to three primary design concepts: Mixed Use, Land-Use Transition, and Pedestrian-Friendly Streets. Facilitators asked their groups to consider how these concepts could be applied to different parts of the city, what incentives might be used to encourage certain types of development, and how projects should be funded. Participants also assessed the desirability of various urban design concepts such as Linkages, Non-Auto Transportation, Commercial Streets, District Identities, Greening, Diversity of Housing Types, and Urban Context.

Participants then reconvened in the large group for small-group presentations. Immediately following was a period allotted for general public comment, along with a review of the next steps of the General Plan Update process. Gil Kelley announced the next workshops on Economic Development and closed the meeting by thanking participants again for their attendance and encouraging continued public involvement.



Summary of Major Issues

Workshop facilitators began the group exercise by distributing worksheets on the concepts of Mixed Use, Land Use Transitions and Pedestrian Friendly Streets. These concepts integrated the design preferences and neighborhood improvements which were emphasized by participants at the first Community Design Workshop. The worksheets posed questions which elicited detailed responses and suggestions from participants concerning how these concepts could be utilized.

Participants recommended that mixed use be encouraged in already existing higher density areas such as the Downtown, on activity corridors, and near transit nodes. They also thought that “live/work” projects should continue to be encouraged in industrial/commercial zones. Mixed use was recognized as having a positive impact on increased pedestrian and commercial activity in neighborhoods. When asked to consider whether parking standards should be reduced for mixed use projects, most participants agreed that mixed use projects should be subject to lower parking space requirements. Participants thought that more flexible codes along with requirements for housing or offices above retail spaces in the Downtown and on activity corridors could be used as incentives for mixed use development. Participants supported multi-family housing and community facilities such as libraries or community centers as appropriate transitional uses between commercial areas and single family neighborhoods. Pedestrian friendly streets were supported for areas throughout the City. Participants were particularly in favor of pedestrian friendly elements which contribute to increased street life, improvements in building design, and increased bicycle use.

A second set of worksheets asked participants to rate and comment on the desirability of various design principles: Greening, Diversity of Housing Types, Commercial Streets as Activity Centers, District Identities, Urban Context, Linkages and Non-Auto Transportation. Participants were highly favorable of non-auto transportation, greening and diversity of housing types. They felt that the quality of Berkeley’s natural environment contributes to the City’s unique urban character and that diversity of housing types promotes social diversity.



Detailed Summary of Workshop Results

Mixed Use

Concept: Encouraging A Combination Of Uses Within A Building Or In Close proximity to one another that are appropriate to a particular location, i.e., commercial/residential; office/residential; residential/industrial.

Question #1: How should the mixed use concept be applied to different parts of the city?

Specific Areas

- West Berkeley: (2)
 - more industrial mixed use.
- In existing higher density areas like Downtown, Southside, and parts of West Berkeley.
- West Campus
- Increase utilization with Vista College and community access.
- Second floor office and housing on Solano Avenue.
- Downtown:
 - more housing.
- Hills:
 - more commercial (retail/service/stores).
- Ashby Bart:
 - copy place, cafe, and park on parking.
 - plaza over parking greened.
- Channing/Shattuck:
 - too much of a “crowded area.”
 - putting more density where it is already too dense.



Residential

- Corner grocery stores in residential areas. (2)
- Applied very broadly:
 - except in exclusively residential areas.
 - encourage “art studio” & similar live/work, especially garage conversions.
- Exclusively residential areas should have a mix of densities for housing. Don’t extend retail areas. Concentrate within existing areas except for possible commercial node in hills.
- Mixed use is already operative. Residential can be added in commercial zones:
 - Grayson area is already mixed.
- In current high density neighborhoods:
 - Don’t change character or impose concept.
- Do not mix neighborhood types.

Transit

- More housing should be located near public transportation hubs, such as BART. (2)
- Identify locations suitable for mixed use:
 - All BART Stations and all transition zones. (2)
 - Promote it on transit corridors.
 - Major corridors.

Commercial/Arterials

- Mostly in commercial corridors/major streets. (2)
- It should be especially encouraged on arterials (high density) and also on some collector streets (medium density).
- Allow live/work spaces in commercial and industrial zones.
- Primarily commercial, but to consider atmosphere of adjoining residential areas.



- Existing commercial district and major arterials plus the industrial area are appropriate for a mix of housing with retail, office with retail, live/work light industrial with retail and housing.
- Mixed use should be applied to areas already definitely commercial and not using this concept to push commercial into areas now predominantly residential.
- Mixed use is not appropriate for major commercial corridors.

Nodes

- Identify primary sites that can serve as mixed use “anchors.”
- Allow increased density at selected nodes with residential/offices on second and third floors.
- Mixed use buildings should be focused in core areas so that street level uses are kept to a critical and viable density, and the street is kept lively.

Consistent Density

- Applied in areas that would most benefit:
 - For example, areas that are already mid to high density with little room for other use.

Context

- Concern should be given to how the neighborhood is being used already. If the area is predominantly industrial, residential use may be limited by a lack of retail outlets or environmental concerns such as noise or pollution.
- The “mix” should be dependent on the predominant use of the area:
 - For example, West Berkeley is characterized by the industrial usage where live/work tends to most appropriately fit in; University Avenue is characterized by mostly retail stores where pedestrian friendly access/causeways would best fit, etc.
- Complementary rather than intrusive.
- Assess specific needs in community meetings. Actively research and encourage implementation.



- The uses of mixed use projects should be specifically matched to the neighborhood needs, desires, and character.
- With sensitivity to the prevailing uses, scales, etc.:
 - Treat each district like an ecology in which one use will complement another.

Criteria

- Set criteria for mixed use and forget selected nodes for implementation.
- Select language carefully.
- Develop criteria to re-zone property to mixed use in relation to General Plan.

Parking

- Determine what mix is needed, then fill-in parking according to need.
- The relative scarcity and cost of short and long term parking in a neighborhood will affect optimum use.

Villages

- Possibly encourage theme “villages”:
 - An art supply store or two to form the core of a village of live/work buildings.
 - Small nodes of commerce can make a neighborhood, or sub-neighborhood, a viable and walkable area.

Safety

- The actual and perceived safety factors will affect day/night use, female/male use, and young/old use.

Other

- Mixed use can be applied to different parts of the city, not just Telegraph.
- It promotes noise and traffic in residential areas and makes industrial development impossible.
- Community determined.



Question #2: Currently, Berkeley parking standards for commercial development are one space per 1,000 sq. ft. of floor area, and one space per dwelling unit. Mixed use projects are often difficult to finance. Should parking standards be reduced or eliminated to encourage mixed use where it is desired? Under what conditions?

Yes

- Some of the money collected in parking tickets could go to those who carpool or use public transportation.
- Auto parking should never be required:
 - Individual commercial developments should never provide on-site parking (with possible exception of grocery stores and large multi-tenant commercial projects).
 - Any additional commercial parking should be in district parking structures (with retail on the ground floor).
 - Housing provided with no or less parking than recommended could be given less or no residential parking permits for on-street parking.
- Don't hold good development hostage to the needs of the auto.
- Reduce parking and increase diversity within walking distance.
- Reduced on University, Telegraph, Shattuck, and San Pablo Avenues, and Adeline Street.
- At the least, parking requirements should be sharply reduced since one of the purposes of mixed use development is to concentrate services, retail, and their supporting population in a single area.
- Parking requirements should be particularly reduced in explicitly pedestrian-oriented, small scale, neighborhood core areas.
- Yes, Berkeley is a densely populated city. Lack of parking is a part of that. We shouldn't discourage economic activity and new housing in order to prioritize cars and where to put them.
- If Berkeley wishes to have the recreational retail amenities of larger cities, it will have to make owning cars in the city prohibitively expensive for students and workers, as does Paris and New York.



No

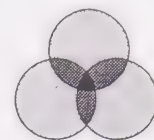
- Parking is of utmost importance to out-of-town patrons who like to shop in Berkeley.
- Parking limitations would force people to park in spaces to be used by visitors:
 - Shattuck Avenue near Blockbuster Video.
- Will create massive pressure for new parking garages.
- I would not reduce parking standards.
- If parking is unavailable or limited, will the mixed use facility still be attractive?
- Residents of the neighborhood will suffer.
- Parking will simply be transferred to surrounding community.
- Do you really think that if less parking is there that new residents won't own cars?

Proximity to Transit

- At or near transit locations should have reduced/no parking requirements, then install permit parking for residents nearby! (3)
- Transit/linkages. (2)
- Yes. When public transport is nearby and when it is a live/work by same party.
- More emphasis on public transit and satellite parking.
- Reduced only in areas with good mass transit.
- Yes, when transit alternatives are very available.
- Berkeley is in a transition from an old suburb to an urban place. More density is needed to create the climate where parking requirements can be reduced or eliminated except for sites very near major transportation hubs.

Other

- Take into account reinforcement of uses; day/night/weekend uses.
- Use "no parking requirement" as an incentive to build, but require a high level of design.



- Assess impact of new uses. Benefit most to residence rather than to attract outsiders.
- Use standards similar to the ones other cities have:
 - San Francisco has many lofts and has already got some standards.
- Barely, only when existing neighborhood can be well protected.
- What about allowing higher density when alternatives are made available:
 - For example, an apartment developer is allowed to reduce the number of parking spaces in a development which is not near transit when they band together with other apartment complexes to offer a shuttle to get to transit.
- Require no convertibility to condominiums.
- Retail targeting neighborhood residents and workers (e.g., downtown grocery and drug stores) and low income housing, downtown and near campus, should be exempt.
- Mixed use might provide opportunities to “share” parking requirement between residents (night) and commercial (day).
- Create an assessment district which would bill the owner of projects receiving variances on parking requirements. The fund will be used to help finance alternative modes of transportation. Much like the Housing Trust Fund.

Question #3: What other incentives might be used to encourage mixed use?

Procedural Incentives

- Allow more flexibility in the zoning codes in terms of where housing can be located: (3)
 - That is, rather than restrict upper floors to housing, also allow offices on upper floors and residential either on back of property or nearby property.
 - Allow higher density if use is mixed.
- Streamlined approval processes (3)
- Density incentives (2)
- Appropriate codes



- “Enlightened” city staff
- Encourage neighborhood meetings.
 - Provide free or cheap facilities for mixed-use groups to meet.
- Require housing or offices above retail downtown and on the arterials.

Financial Incentives

- Financial aids. (3)
- Tax advantages for existing commercial to incorporate “live” areas. (2)
- Use commercial rent control standards to promote live/work spaces, which also provides cheaper housing.
- Exemption from rent control for residences over business.
- Reduced fees (impact, zoning, building, and special assessment).
- Housing density bonuses.
- People should be paid to work at home. Not taxed.
- Seek out competitive developers.

Physical Incentives

- Commercial corridors need community-oriented services (for the new residents):
 - Lack of inexpensive groceries, cleaners, banks, and hardware stores make it less desirable to live there. (2)
- Diversity of use.
- Setbacks and noise controls on upper stories.
- Less auto parking:
 - better public transit and pedestrian access.
- Open linkages to rear of properties, or joining properties.
- Traffic noise is also a drawback to potential residents. Triple paned windows?
- Greenery on streets.



Other

- Why incentives?
- I don't think incentives are needed. People naturally form mixed use development when a "monoculture" is not imposed. To achieve this, try to keep development relatively small and numerous rather than aggregated.
- Not just for "chain stores."

Other Issues:

- Encourage development up to sidewalks (storefront style). No more "savings and loan" islands surrounded by parking.

Land Use Transitions

Concept: Creating Transition Areas Between Intense Activity Centers And Low intensity areas where a combination of compatible uses and physical scales define both a desirable character and an appropriate transition.

Question #1: Where are transitional areas most needed/desired in the city?

Specific Areas

- University Ave: (2)
 - Create commercial nodes and corridor of multi-story residential.
- BART stations. (2)
- Linkages with aquatic park. (2)
- West Berkeley: (2)
 - transitions should be industrial to services and offices to residential.
- Downtown (2)
- San Pablo Ave. (2)
- South Berkeley-Ashby from College down to San Pablo.
- Southside



- Oceanview
- Berkeley Way.
- Addison/MLK

Shattuck

- Corridors such as Shattuck to adjoining neighborhoods, Shattuck north of Stuart, and Adeline south of Stuart:
 - A big disconnect between the two exacerbated by Ashby BART and decline of blocks south of Stuart.
- The two ends of downtown along Shattuck:
 - That is, transition from heavy commercial to high density residential, then to local commercial.
- Shattuck at University falls apart.

Open Space

- Where main streets are near open space:
 - University Ave. and streets one block north and one block south.
- Transitions into parks/open space/biological preserves/natural areas need attention:
 - Pathways for pedestrians and bikes
 - Greening to guide to entrances
 - Physical tokens like lights.
- Park to private.
- Pedestrian walks and parks.
- Keep open space. Do not fill in all the gaps.

Residential

- Between: Commercial/residential; High density residential/low density residential; Institutional/residential; Industrial/residential (2).
- Where commercial abuts residential: (2)



- Need to define to protect residential.
- Between residential and any other use.

Other

- Major corridors.
- Freeway to surface streets.
- Between auto and non-auto.
- Keep density along corridors.
- Areas adjacent to high-intensity uses along arterial streets.
- None.
- Industrial and residential do not mix.
- Not important.

Question #2: Taking as an example a 1-2 block area adjoining a major commercial street, what would be appropriate transitional uses?

Residential

- High density/multi-unit residential. (4)
- High to medium density housing:
 - Gives more people the opportunity to live close to services, retail, public transit and jobs.
 - Higher density housing will reduce the need for cities to consume new land.
- Any residential including single-family housing.
- Prohibit new commercial there. Force it into main streets where there are so many gaps. Actively promote preserving those residences.

Mixed Use

- Live/work spaces. (4)
- Mixed use areas. (3)



- Residential and commercial.

Office and Retail

- Small office buildings. (6)
- Small scale shops. (2)
- Light retail. (2)
- Low impact businesses. (2)

Community-Oriented

- Open space where people could sit and rest. (3)
- Libraries or community gathering areas. (2)
- Greenbelts.
- Small institutes like schools.
- Day care.
- Street trees and lighting.

Design

- Taper height of buildings in commercial zones so as not to cut sunlight and privacy of residences.
- Courtyard building design with paths through to neighborhood or to alleys.

Parking

- Parking in the rear of major commercial buildings. Alleys!
- Parking structures with residential/commercial edge.

Other

- None.



Question #3: In the same 1-2 block area, what are the physical characteristics of transitional development which would be most desirable ?

A. Scale (13)

- Smaller scale than the commercial sites.
- Three stories.
- As low as possible.

B. Orientation (6)

C. Design (11)

- For people and safety. (2)
- Taper away from existing residences.

D. Other

- Land use. (4)
- Require adequate parking. (2)
- Clear definition of public, semi public, and private use areas.
- Scale and design should be compatible with R-1 districts.
- Avoid encroachment of commercial.
- Noise vs. quiet.

Other Issues:

- Don't try to match existing context unless it is good. When in doubt, higher density housing is a good transition from low density residential areas to commercial or office uses. The scale can be significantly larger when use is the same, and design and orientation are sensitive to good existing development.
- Growth will happen. We should be involved in guiding how and where this occurs.
- "Transitional" = unstable. Potential to lose everything:
 - Stable = predictability.



- Developers will gobble it up!
- Makes people act unstable.
- Must get homeowners involved.

Zoning

- Do not increase zoning on the backside of commercial zones.
- In short, transition zoning applies mainly to major streets, and mixed uses to smaller scale areas of the city. Essentially, transition zoning is not a problem in residential neighborhoods if slow growth is adopted to commercial uses.

Pedestrian-Friendly Streets

Concept: Enhancing Street Design To Attract Pedestrian Activity Through elements such as building scale, street width, controlled traffic, street trees, street furniture, lighting, etc.

Question #1a: Where are the best opportunities for pedestrian-oriented street improvements?

Specific Areas

- How do we get to the marina on foot? (2)
- The entire University corridor. (2)
- Adeline from Shattuck split to MLK
- Downtown! Very unfriendly.
- Shattuck:
 - Wide sidewalks, furniture and planters.
- Telegraph is too dark.
- Solano as pedestrian street:
 - Will not increase traffic on Marin.
- Santa Fe tracks for pedestrian passageways.



Transit

- Major transit nodes and bus stops.
- Along transit corridors.

Other

- Almost everywhere.
- Virtually every street. Different streets need different improvements.
- Definitely commercial areas and linkages.
- Locate areas that are amenable to through walkways.
- Best locations: Core neighborhood/commercial districts with a diversity and intensity of uses. Areas with great civic and social potential and capacity.

Question #1b: What are the most desirable components of pedestrian-friendly street design?

Lighting

- Street lighting. (4)
- Light sidewalks not streets: (2)
 - Light standards which are lower and brighter.
- Night lighting of retail.

Bicycles

- Bike lane down Marin and San Pablo.
- Bike racks.
- Bike paths.
- Bikes should be kept off the sidewalks.

Street Width

- Design streets that are easy to cross. (4)
- Four way pedestrian "crosswalks."



- Overhead walkways across broadest streets.

Building Design

- Interesting businesses and storefronts. (4)
- The two sides of a street should be complementary. (2)
- Berkeley feel to architectural design.
- Require a finer scale of design. No big boxes.
- Commercial retail storefronts.
- Uniform storefronts.
- Low-rise buildings.

Sidewalk Width

- Wide sidewalks (5)
- Wide, smooth and clean sidewalks.
- Although wide sidewalks are generally good, too much pavement (poorly designed) makes sidewalks fairly bleak and hostile environments (Shattuck at Berkeley BART):
 - Constitution Plaza is too encumbered. The design is too busy.

Streetlife

- Street trees and flowers (6)
- Street furniture: (4)
 - Less benches with bars.
- Street vendors
- Safety:
 - Active streets critical to safety.
 - Long strips of restaurants could have main parking area and diverted cars to encourage more walking.
- Later operating hours to promote use.



Other

- Slower traffic. (2)
- Commercial streets:
 - Store fronts, no auto parking, awnings, street trees, benches, no right turn on red signal, auto parking or other buffer between sidewalk and auto lane, slower vehicle speeds, less motor vehicle traffic, and reduce number of driveways.
- Residential streets:
 - Trim trees and bushes, enforce no parking on sidewalk, slower vehicle speeds, less motor vehicle traffic.
- Clean Restrooms.
- Less cars.
- Pedestrian freeways.

Question #2: In order to provide enhanced pedestrian and bicycle circulation, should auto circulation and parking be restricted? How?

Street Width

- Vary widths of streets. Provide “motion reducers”:
 - Islands. (2)
 - Bike lanes.

Travel Speeds

- Maximum auto speeds of 25 mph.
- Use “auto filters” on residential streets to prevent them from being used as thoroughfares.
- Four-way Stop sign at University and Shattuck.
- Eliminate one-way streets on Southside.
- Generally no. Calm traffic by not encouraging fast traffic movement, but permit traffic and parking:
 - Narrow the right of way for cars, but don’t eliminate them. (2)



- Get rid of one-way streets.
- Milvia is a pleasant street to walk, ride and drive a car:
 - Use this method in downtown.
- Barriers

Street Closure

- Turn Telegraph from Bancroft to Dwight into a part-time pedestrian mall.
- Some “malls”, such as Telegraph may be wise. At least on certain days and times.
- Close more streets on weekends:
 - Hearst next to Ohlone Park.

Parking Restrictions

- Permit parking for residents and owners of shops.
- Put low maximum and no minimum on auto parking requirement.

Bicycle Improvements

- Bike parking. (2)
- Well marked bike lanes designed to give priority to bikes.
- Provide lockers for bikes.
- Dedicated bike lanes should be created. That is, separated from auto traffic by bumpers or barriers.

Transit

- “People movers” downtown.
- Light rail up Telegraph.
- Better orientation to transportation nodes. BART station access.



Other

- Transportation planning must be integrated to uses within the area, not just a means of getting across town by car. (2)
- Sandwich boards and cafe furniture are obstacles.
- Design with auto as the last priority.
- Street parking is actually good to provide a buffer between pedestrians and moving cars would make sidewalk areas more pedestrian-friendly.

Question #3: What are the appropriate sources of funding for desired improvements?

A. Private — developers' contributions (12)

- On private property.
- As relates to specific buildings.

B. Public — existing capital improvement program funds (12)

- For public street improvements.
- If improvements apply to entire city.
- Better use of existing funds.
- No. Sewers need it.

C. Special assessment districts (8)

- Downtown
- If specific to one area only within city.

Other Issues:

- Use bond measures as source of funding.
- Promote driver awareness of pedestrian zones.



The following pages summarize a second set of handouts. These handouts elicited participants' opinions on the desirability of proposed design concepts.

Linkages

- Improves access
- Provides visual connections
- Connects parks, open spaces, community facilities and activity centers

Comments

- Alleys - important, opens up long blocks and makes them pedestrian friendly

Desirable - 15

- A+, especially in Downtown
- Required to provide comfortable visual context for the pedestrian. Anything that increases pedestrian access will help promote local economy & reduce auto traffic and pollution.
- There is lots of "disconnect" in the City where linkage could serve not only to encourage increased usage of activity centers but provide opportunity for synergies to exist between activity centers where none existed before.

Not Desirable - 0

Desirable, with following conditions - 5

- Appropriate designs appeal
- Visual access to attractive sites & safety oriented visuals

Comments

- Not by disrupting neighborhoods in between
- Don't add mid-block



- Alleys in commercial districts unless accompanied by high density development over a significant area.
- Concentrate pedestrian on existing streets.
- Protecting residential neighborhoods

Non-Auto Transportation

- Reduces auto trips and improves air quality
- Reinforces pedestrian-friendly street concept
- Enhances access for disabled
- Promotes more affordable transportation

Desirable - 20

- Economics will eventually force people out of their cars
- People should give up their cars, the alternatives need to continue to open up
- Corridors for auto traffic must be allowed which can move autos efficiently to keep cars off or ride streets
- Bumps & barricades just frustrate people but don't necessarily make areas pedestrian friendly or bike friendly
- Must be accompanied by higher densities with limited parking.

Not Desirable - 1

- Must be managed carefully with parking space requirements to keep from squeezing individuals who try to get around.
- Need for buses
- Provision for buses



Desirable, with following conditions - 3

- As long as other transit options are present
- Reliable, frequent transit options
- Keep in mind overwhelming problems of both actual & perceived safety both on public transportation & when walking from the transit stop to the destination.

Comments

- City should stop subsidizing auto use
- Don't allow subsidized auto parking
- Private or public on street residential parking is huge subsidy. Why should everyone help pay for a transportation mode that virtually everyone would like to reduce reliance upon (i.e. reduce traffic)?
- Consider personal cost of auto use versus using alternatives - providing array of alternatives (ped, bike, public transit, cart, auto retail) would allow many more Berkeleyans to do without auto ownership, saving them much \$ (and reducing auto impacts). Money would probably be spent locally to improve economy.
- Especially in small scale Berkeley, free of freeway off ramps.

Commercial Streets as Activity Centers

- Enhances neighborhood identity
- Promotes economic vitality
- Increases convenience
- Reduces auto trips

Desirable - 18

- The only way to make full use of Shattuck, University Ave., San Pablo Ave.

- For all the above reasons
- Candidates: University, Adeline



Not-Desirable - 0

Desirable, with following conditions - 3

- Commercial nodes rather than long linear strips of commercial
- Limited growth into neighborhood
- Protection of adjacent residential areas
- Specific height limits
- Encourage specific uses
- Eliminate the political process of seeking variances

Comments

- San Pablo defines the concept, this is a strip, residential has been removed with the coming of the car and cheap gas

District Identities

- Develops and reinforces a sense of community
- Promotes economic vitality
- Reinforces pedestrian-friendly street concept

Desirable - 18

- Identity in a place is critical subject that should be defined for Berkeley, neighborhood by neighborhood, each has its own uniqueness



- Important simply because it aids in remembering & locating areas that one visits (that one doesn't live in)
- But not by creating barriers between neighborhoods

Not Desirable - 1

Desirable, with following conditions - 3

- What about linking ethnically diverse populations and commercial centers through physical form?
- If in no way it excludes anyone or makes anyone feel unwelcome

Comments

- Can't be Disneyesque

Greening

- Protects and promotes open space
- Maintains an urban link with the natural environment
- reinforces pedestrian-friendly concept

Comments

- Needs a more inspiring title
- This one trivial
- Berkeley greatest resources, its views, Bay, creek corridor, UC campus
- Built environment depends on this for its quality



Desirable - 19

- Very important in making urban life palatable
- Greening should not interfere with lighting of sidewalks
- Light standards should be below treetops
- Needs proper lighting

Not Desirable - 0

Desirable, with following conditions - 1

- Multiple designs variations not just x types of trees

Comments

- the General Plan badly in need of clear definition of the open space public and private that give Berkeley its unique setting
- Elements presented in the Concept Plan gives little mention of the "Natural Environment" - mostly on the built environment
- Greening should be viewed as an important linkage tool

Diversity of Housing Types

- Allows housing for all income levels and household sizes
- Reinforces land use transition concept
- Provides threshold of residents within walking distance of activity centers

Desirable - 20

- Provide ways for individual home owners to create additional housing (i.e. small cottages or 1-3 apartment units in backyard)



- Require new projects to integrate multiple housing types
- High densities near transit
- Helps promote social diversity, mutual understanding
- Financing of market value & affordable housing units within the same project is difficult
- Mix may be within neighborhoods but not necessarily within the same project

Not Desirable - 0

Desirable, with following conditions - 0

Comments

- What concept? "mix and transition" are conflicting concepts

Urban Context

- Preserves positive architectural and historical character
- Promotes good development
- Promotes economic vitality
- Reinforces pedestrian-friendly street concept

Comment

- Ugly

Desirable - 17

- Work to move codes to "build to" lines from upper limit lines



- Rationales are subjective, bad taste is rampant
- For all above reasons
- Best examples found in West Berkeley with industrial and mixed usage and live work

Not Desirable - 0

Desirable, with following conditions - 4

- Better, more specific and helpful (creative) design guidelines
- Only if the existing built environment is "positive"
- What is Positive? Low-income, safe, public transit-oriented housing and commercial use that caters to pedestrians

Comments

- Extremely important in Berkeley Drive
- City is already so built out, mostly to good level of quality
- The source of needs of our sense of identity with Berkeley



List of Participants

Sulaiman Ahmad	Scott Halem	Ernie Scosseria
Vicki Alcoset	Andrew D. Hirss	Elizabeth Starr
Jurgen Aust	Ann-Marie Hogan	Iris Starr
Erin Banks	Sheila Holderness	Will Travis
D. Bilovsky	Jeff Horowitz	Fran Volich
Curtis Bray	Lois Jones	Ken Wait
Frank Brown	Phillip Jordan	Timothy Walker
Louise Brown	Karen Latimer	Linda Wells
Rob Browning	Harry Lawrence	Chris Worthington
Diane Bauer	Mark Liolios	
Alice Camille	Patrick Kennedy	
Carlotta Campbell	George Nesbitt	
Nal Caoldtem(?)	Doris Maslach	
Susan Cerny	Curt Manning	
David Chew	Kirk McCarthy	
Babbette B. Dann	Rich McClure	
David Duncan	Gregg McGlinn	
Sam Dyke	Ahamad Moghaddas	
Gary Farber	Ann Moghaddas	
Clifford Fred	Martha Nicoloff	
George Fulmore	Linda Powell	
Pam Furguson	R. Reece	
Travis Fretter	Catherine Roha	
Curt Gray	Dan Rossi	
Christina Godfrey	Sven Schroeter	

WORKSHOP TWO

COMMUNITY DESIGN

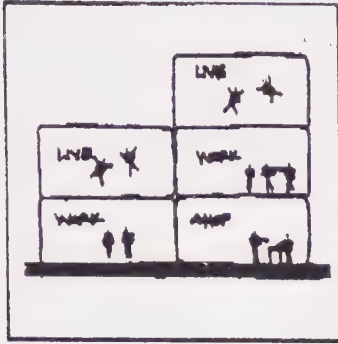
Urban design Infrastructure
Transportation Open Space
Natural Resources

Thursday June 23, 1994

7:00 - 10:00 PM

North Berkeley Senior Center

- 7:00 I. INTRODUCTIONS
- 7:10 II. SUMMARY OF FIRST MEETING
- Planning Context
 - Summary/Analysis of Small Group Results
 - Simulated Development of Study Areas
- 7:30 III. SMALL GROUP EXERCISE
- Group Reaction to Summary/Analysis
 - Reassessment of Models based on Growth Limits
 - Prioritize Design Elements
- 9:15 IV. RECONVENE LARGE GROUP
- Report Back
 - Economic Development (Lead-in)
 - Next Steps



MIXED USE

Encouraging a combination of uses within a building or in close proximity to one another that are appropriate to a particular location, i.e., commercial/residential; office/residential; residential/industrial.

Rationale

- ◆ Promotes public safety through increased street activity
- ◆ Develops a synergy of uses
- ◆ Provides a sense of community
- ◆ Encourages trip reduction

Study Questions

1. How should the mixed use concept be applied to different parts of the city?
2. Currently, Berkeley parking standards for commercial development are one space per 1,000 sq. ft. of floor area, and one space per dwelling unit. Mixed use projects are often difficult to finance. Should parking standards be reduced or eliminated to encourage mixed use where it is desired? Under what conditions?
3. What other incentives might be used to encourage mixed use?



LAND USE TRANSITIONS

Creating transition areas between intense activity centers and low intensity areas where a combination of compatible uses and physical scales define both a desirable character and an appropriate transition.

Rationale

- ◆ Mitigates negative effects on adjacent development
- ◆ Provides "village" character
- ◆ Allows greater flexibility of uses
- ◆ Improves livability and convenience
- ◆ Increases potential for beneficial development

Study Questions

1. Where are transitional areas most needed/desired in the city?

2. Taking as an example a 1-2 block area adjoining a major commercial street, what would be appropriate transitional uses?

3. In the same 1-2 block area, what are the physical characteristics of transitional development which would be most desirable?
 - a. scale
 - b. orientation
 - c. design
 - d. other

Other Issues: (use the back of this sheet for additional space)

PEDESTRIAN-FRIENDLY STREETS

Enhancing street design to attract pedestrian activity through elements such as building scale, street width, controlled traffic, street trees, street furniture, lighting, etc.

Rationale

- ◆ Promotes public safety
- ◆ Helps reclaim public space for positive social interaction
- ◆ Provides a pleasant urban environment
- ◆ Increases economic viability

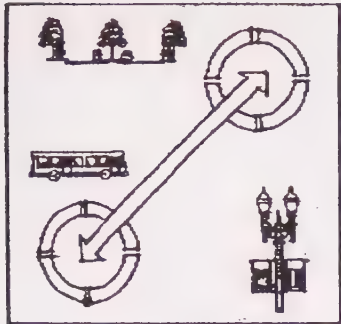
Study Questions

1. Where are the best opportunities for pedestrian-oriented street improvements?
What are the most desirable components of pedestrian-friendly street design?

2. In order to provide enhanced pedestrian and bicycle circulation, should auto circulation and parking be restricted? How?

3. What are the appropriate sources of funding for desired improvements?
 - a. Private — developers' contributions
 - b. Public — existing capital improvement program funds
 - c. Special assessment districts

Other Issues: (use the back of this sheet for additional space)



LINKAGES

Providing or better defining physical connections (and continuity) between activity centers through elements such as streets, alleys, open space, retail uses, lighting, trees and transit.

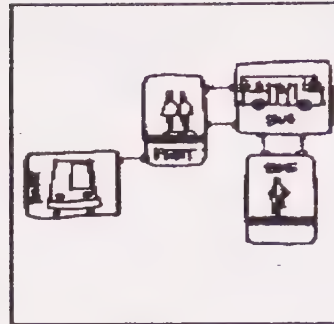
Rationale

- ◆ Improves access
- ◆ Provides visual connections
- ◆ Connects parks, open spaces, community facilities and activity centers
- ◆ Provides potential for more usable open space

Please indicate whether you think this concept is:

- ☐ Desirable
- ☐ Not Desirable
- ☐ Desirable, with the following conditions

Comments:



NON-AUTO TRANSPORTATION

Encouraging efficient and accessible circulation by means other than the automobile, where possible.

Rationale

- ◆ Reduces auto trips and improves air quality
- ◆ Reinforces pedestrian-friendly street concept
- ◆ Enhances access for the disabled
- ◆ Promotes more affordable transportation

Please indicate whether you think this concept is:

- ☐ Desirable
- ☐ Not Desirable
- ☐ Desirable, with the following conditions

Comments:



GREENING

Preserving and promoting open space and the natural habitat.

Rationale

- ◆ Protects and promotes open space
- ◆ Maintains an urban link with the natural environment
- ◆ Reinforces pedestrian-friendly street concept

Please indicate whether you think this concept is:

- ☐ Desirable
- ☐ Not Desirable
- ☐ Desirable, with the following conditions

Comments:



DIVERSITY OF HOUSING TYPES

Preserving and encouraging a mix of physical types of housing to retain Berkeley's current population mix.

Rationale

- ◆ Allows housing for all income levels and household sizes
- ◆ Reinforces land use transitions concept
- ◆ Provides threshold of residents within walking distance of activity centers

Please indicate whether you think this concept is:

- ☐ Desirable
- ☐ Not Desirable
- ☐ Desirable, with the following conditions

Comments:



COMMERCIAL STREETS AS ACTIVITY CENTERS

Using commercial streets, typically well-served by transit, as destinations or focal points for neighborhood, citywide and regional activity.

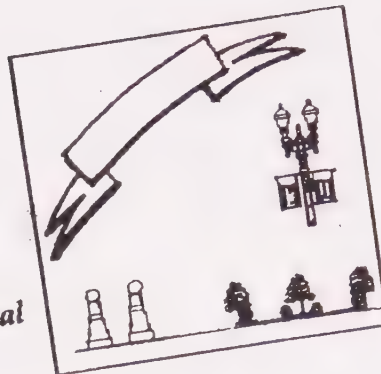
Rationale

- ◆ Enhances neighborhood identity
- ◆ Promotes economic vitality
- ◆ Increases convenience
- ◆ Reduces auto trips

Please indicate whether you think this concept is:

- ☐ Desirable
- ☐ Not Desirable
- ☐ Desirable, with the following conditions

Comments:



DISTRICT IDENTITIES

Preserving and encouraging district identities to further commercial success and neighborhood cohesiveness.

Rationale

- ◆ Develops and reinforces a sense of community
- ◆ Promotes economic vitality
- ◆ Reinforces pedestrian-friendly street concept

Please indicate whether you think this concept is:

- ☐ Desirable
- ☐ Not Desirable
- ☐ Desirable, with the following conditions

Comments:



URBAN CONTEXT

*Encouraging new development that
is sensitive to the positive
characteristics of the surrounding
built environment*

Rationale

- ◆ Preserves positive architectural and historical character
- ◆ Promotes good development
- ◆ Promotes economic vitality
- ◆ Reinforces pedestrian-friendly street concept

Please indicate whether you think this concept is:

- ☐ Desirable
- ☐ Not Desirable
- ☐ Desirable, with the following conditions

Comments:

Economic Development Workshop #1

Introduction

This report summarizes the first economic development workshop held in connection with the Berkeley General Plan on July 9, 1994 at the North Berkeley Senior Center. This meeting began the second part of a series of community meetings concerning the three elements of the General Plan: Community Design, Economic Development, and Community Services. The purpose of the workshop was to involve the community in setting economic goals and forming a framework for evaluating economic development.

Planning Commission Chair Jeff Horowitz opened the meeting. He welcomed the participants and encouraged people to continue their interest and involvement with the planning process.

Planning Director Gil Kelley reviewed the General Plan process and introduced the workshop program. He presented a slide show which illustrated the progression of the General Plan and then specifically addressed the subject of economic development. The slideshow highlighted a set of potential economic development principles and economic development opportunity areas as topics for discussion (See Appendix for handouts).

The participants then divided into four discussion groups to consider principles of economic development policy and economic development opportunity areas. After the small group discussions, the participants returned to the main room to report the highlights of their discussions to the larger group.

The meeting closed with a period of public announcements from meeting participants and closing comments from Planning Director Gil Kelley who thanked people for their participation and encouraged their continued interest.



Detailed Summary Of Workshop Results

Principles For Economic Development Policy

During the first portion of the workshop, participants were asked to review seven potential principles for guiding economic development policy in Berkeley, and to indicate to what degree they support or do not support each principle. In some case, people indicated their support but stipulated particular conditions. In other cases, participants identified additional principles. Below is a summary of participant's comments. It should be noted that not all persons attending the workshop returned their comment sheets and not all of the returned comment sheets were filled out completely.

This section presents a detailed summary of comments regarding the proposed principles for guiding economic development policy in Berkeley. This summary also includes additional principles put forward by participants.

Principle #1: Business Diversity

Encourage a mix of businesses which provides the full range of goods and services people need in their daily lives, maximizes employment for Berkeley residents, and ensures Berkeley's participation in a healthy regional economy.

Support: Fifteen of thirty-two respondents, or 47 percent.

Support with the Following Conditions: Sixteen of thirty-two respondents, or 50 percent, as specified below:

If it doesn't mean you are mostly trying to keep things out.

Should encourage the increase and expansion of industry in West Berkeley and high education white collar jobs and slow the growth of the food industries and extraneous services.

Limit on fast food and convenience quick-stops.

Planning must take into consideration regional facilities, provision for access, etc.

Berkeley is part of a regional economy. This principle must be guided by commitment to regional economic development and recognition of the benefits of regional approach.

Don't dictate what kind of diversity.

With emphasis on local ownership and control.

Maintain good mix of campus businesses, small home-based offices, include think-tanks.



Look at linkages between businesses to bring in more companies that act as “suppliers” for end users.

Maximize employment that pays a living wage.

Mix excludes full range, if by full range it is meant to increase “fast” food. Includes a principle that fast food business be singularly allowed and not clustered as in a “strip mall”. The reasoning is that customers are generally seeking speed and low price; variety or a search for better quality is not met by a series of fast food establishments. The series merely gives a sense of choice and lower quality meals.

Leverage resources more innovatively.

People should be able to buy what they need by walking to the store, not driving.

Support locally owned.

Encourage worker-owned, cooperative, democratic work place.

Discourage mindless consumerism.

Socially and environmentally responsible.

Limit on national franchises—exception for locally managed franchises.

Do Not Support: One of thirty-two respondents, or 3 percent.

Additional Comments:

Couldn’t care less.

Major Berkeley employers should be willing to engage in collective bargaining with its employees.

Status quo might need improvement (everything needs improvement), but we might acknowledge the good mix (which we already have).

Principle #2: Quality Jobs

Attract and retain businesses which create quality jobs, including entry level jobs and those which pay well, may not require a college education, and offer advancement opportunities.

Support: Eighteen of thirty-three respondents, or 56 percent.

Support with the Following Conditions: Fourteen of thirty-three respondents, or 41 percent, as specified below:



Acknowledge City's (and school district's) responsibility for adequately preparing all its students to compete for these quality jobs.

Ensure our youth are educated in our schools to obtain these jobs. Cooperation of City, schools, businesses, or potential businesses.

Middle class is getting rich or poor. So create jobs to get the poor up, and encourage the wealthy to find a job in Berkeley, not San Francisco, Emeryville, or elsewhere.

Problem with entry level jobs is that they don't pay enough to live in Berkeley.

Use public/private opportunities for job creation, training, etc.

Quality jobs and entry level jobs might be mutually exclusive.

Sounds great—no education, good pay, and advancement. Never heard of such a job.

Decent pay levels.

Look at individual job satisfaction.

"Quality jobs" has too many other meanings. Please find another adjective such as "jobs which are economically viable" to the job holder.

Encourage campus business to create training programs.

Look for ways to help small startup businesses provide better benefits for workers, including health insurance, retirement plans, and OJT.

Businesses that have good labor relations policies and/or unions, worker cooperatives, ways to encourage worker participation in business decisions.

Acknowledge that many manufacturing jobs are probably gone forever, and work on improving wages and conditions for service sector jobs.

Provide incentives for businesses with high paying service sector jobs.

Worker owned work place democracy.

Apprenticeship programs, small businesses might pool resources to supply services to workers—child care, medical, transportation, etc.

Job training should be beyond particular jobs and be training to succeed in this economy where increasing population in temporary and part-time jobs and change jobs and even careers several times in their lives.

Well trained people will do good work.

Do Not Support: One of thirty-three respondents, or 3 percent..



Additional Comments: None.

Principle #3: Revenue Generation

Attract and retain businesses which generate long-term revenue for the City.

Support: Twenty of thirty respondents, or 67 percent.

Support with the Following Conditions: Ten of thirty respondents, or 33 percent, as specified below:

Be careful of any “innovation” that, in fact, takes more from homeowners.

Businesses that are not too large, are environmentally sound, have goal of social equity and commitment to hiring, training, and promoting Berkeley residents.

Promote public works projects, e.g. fix roads faster.

Needs to be carefully balanced against other principles.

If it meets other principles.

Good mix of big and little businesses.

Not to exceed adjoining City rates.

With environmental sensitivity.

Regional considerations should be included.

Maintain independently-owned business emphasis over that of the major national franchises (some sort of business license “quota” favoring sole proprietorship and partnerships?).

Do Not Support: No respondents.

Additional Comments:

Revenue generation falls most heavily upon the middle class in the form of property taxes and assessments.

This sounds like Emeryville to me, unless you add guidelines.

Couldn't care less.



Principle #4: Local Ownership

Encourage local ownership of Berkeley businesses.

Support: Twenty-two of thirty-two respondents, or 69 percent.

Support with the Following Conditions: Eight of thirty-two respondents, or 25 percent, as specified below:

Broaden this to include consortium and partnership arrangements. Otherwise we restrict our assistance to too small a pool of businesses.

Street ownership by all residents of all income levels (i.e. business incubators or subsidies for owners who may be low, very-low, or even from moderate income situations.

Proximity of jobs to housing is the main consideration. Ownership, locale is less important.

Support small business as chain options.

Support "small" ownership rather than "chains".

Need to look for ways to build local entrepreneurship skills through community college classes, etc.

Entrepreneurship training and seeding.

City, state, and federal should give tax and fee breaks for startup businesses to recoup revenue later.

May be more appropriate with caveat of local ownership by folks in the region, not just Berkeley residents.

Should encourage investment by banks and other capital investors into minority businesses in areas which have been depressed. Stop the redlining.

Vigor and appropriate activity more important than local ownership.

Do Not Support: Two of thirty-two respondents, or 6 percent..

Additional Comments:

If an excellent opportunity with franchise (Berkeley owned) arises, is this local ownership?
Could conflict with recognizing market forces and flexibility.



Principle #5: Environmental Sensitivity

Promote businesses whose work directly contributes to an improved environment or who operate in environmentally sound ways.

Support: Twenty-eight of thirty-four respondents, or 82 percent.

Support with the Following Conditions: Five of thirty-four respondents, or 15 percent, as specified below:

Incentives to businesses that produce environmentally and socially responsible products and services, work practices and manufacturing process.

Discourage commute-oriented business. More information-age business and home-occupied businesses. Flextime working.

Should be an accepted mode of operation, but not a weapon to promote “politically correct” enterprises. Popular consumer facilities are not evil.

As long as Berkeley has or implements a streamlined environmental evaluation process. Improve NEPA and CEQA.

Only if it makes sense on other grounds.

Do Not Support: One of thirty-four respondents, or 3 percent.

Additional Comments:

At all costs! Because it creates a better shopping atmosphere and encourages the locals to patronize the local businesses.

Principle #6: Social Equity

Create economic opportunities for all Berkeley residents and ensure access to educational systems and higher paying jobs, particularly for people who have historically lacked the resources to realize the benefits of existing education, employment, and business opportunities.

Support: Twenty-four of thirty-one respondents, or 78 percent.

Support with the Following Conditions: Six of thirty-one respondents, or 19 percent, as specified below:

Great goal, but an area to work on regional cooperation.



Minority and women-owned business.

Must be close link between schools and local businesses.

Be sure that “all” includes our youth and that they have access to education and employment during summer and following high school.

This will require major rethinking of educational opportunities for non-college parts of our labor force. Opportunities for adult re-entry and career changing folds (especially the historically disadvantaged) have not been anywhere near adequate.

Must play to our strengths. We can’t do everything.

Do Not Support: One of thirty-one respondents, or 3 percent.

Additional Comments:

According to my limited information: the problem is a large percentage of low-income housing, social services, and special jobs are used by people who do not historically reside in Berkeley and are not Berkeley residents.

What kind of employer mandates are you talking about? Isn’t this exactly what drives business away from Berkeley?

Principle #7: Public Life

Work with businesses to make major commercial districts and neighborhood commercial areas more attractive and pedestrian friendly.

Support: Twenty-three of thirty-three respondents, or 70 percent.

Support with the Following Conditions: Ten of thirty-three respondents, or 30 percent, as specified below:

Enhance a perception of greater safety (2).

Make commercial, manufacturing, and residential areas clean, attractive, safe, and healthy places to work, shop, and live.

Work with businesses and others, including homeless people and others who use the commercial areas.

Encourage business involvement in larger community. Especially culturally-oriented endeavors, art, theater, cinema, music, and writing.

Incorporate ethnic pride.



Every neighborhood should have a community arts center and youth center.

Manufacturing and other non-retail businesses should be drawn into contributing to the public life of the community (like the program Mike runs with Berkeley High School).

All areas are not made vehicle “unfriendly”. there are a number of physically challenged persons who need vehicle access to places.

If it includes reasonable accommodation for cars, since that is what most people use.

Not only businesses. We need to coordinate within City governmental agencies so that pedestrian-friendly and panhandling rules and free access don’t conflict with on another. This requires coordinating with local schools, social/neighborhood organizations and churches, and the University.

Do Not Support: No respondents.

Additional Comments:

Work on an ongoing basis—not just one time every 15 years for the General Plan.

Beautify.

The Telegraph Avenue Association model is a good beginning.

Maybe blocks off Telegraph Avenue from Dwight Way up (east) and re-route traffic.

That the ever-plaguing automobile indeed be given an important role in attracting retail shoppers to our city streets in conjunction with public transit or alternative transit (i.e. de-emphasize the damn parking meters and 2-hour parking zones.

Principles Recommended by Participants

Regional Cooperation and Coordination (3)

Recognize market forces

We are in a regional area that is closely linked .

Community and cooperate with other agencies.

Realize what we can and cannot change.

Think of the regional jurisdictional agencies as resources as well as rivals. We can do better sharing our strengths.

Education (2)



To enable people to be employable in the first place.

Education that is relevant to them.

“State of the Art” Emerging Technology

Rather than outmoded jobs

Flexibility and Adaptability

Find ways to help businesses respond to changing market conditions quickly, including a way to bring their workers along.

Non-Profit Businesses

To provide services at low cost, while training local residents for better paying job opportunities).

Build Service Sector and Business Community

In an effort to train and hire people.

Accountability

Historic Preservation

Commute Traffic Reduction

Consideration of housing availability and proximity to places of employment.

Building a Strong Sense of Belonging

Community and cultural centers.

Mixed Use

Housing over retail.

Some of the housing is designated affordable for very-low, low, and moderate income persons.

Disability Integration

More disability integration into areas other than disability.

Retain and Enhance New Businesses

Promote city services and programs to attract, retain, and enhance existing or new businesses like those indicated (in the comment sheet).

Other Comments



Create more jobs for high school students and encourage businesses to consider hiring these students.

Berkeley's "uniqueness" seems established already. Why not try to transform it to a level of greater humanity.

Younger generation inheritance of the larger community.

The Community Reinvestment Act and Fair Credit Reporting Act analysis of compliance should be looked at on occasional (quarterly) basis by City Attorney to see if local/regional financial institutions are redlining (especially in South Berkeley).

The problem is to prioritize these things.

Potential Economic Opportunity Areas

During the second portion of the small group discussion, participants were asked to comment on growing economic sectors and business types which either are already established in Berkeley, or could make use of Berkeley's unique mix of resources. They were also asked to indicate whether they believed the potential economic opportunity areas should be encouraged and to provide examples of businesses they felt would best reflect the principles discussed during the first portion of the small group discussion..

This section presents a detailed summary of comments regarding potential economic opportunity areas discussed in the second portion of the Participants were asked to indicate whether they felt

[Note: Sign-In Sheet was not available at press time; if you would like a record of your attendance at this workshop in future editions, please call Karen Haney-Owens, Project Manager, at 644-6534]

City of Berkeley
Economic Development Workshop #1

"Growing Berkeley Economy"

Saturday, July 9, 1994
10:00 a.m. - 2:00 p.m.

Agenda

10:00 a.m.	I. Welcome and Introduction
	<ul style="list-style-type: none">■ Purpose of the Workshop■ Agenda Overview

10:15	II. Overview of the General Plan Update Process
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10:30	III. Overview of Berkeley Economic Conditions
	<ul style="list-style-type: none">■ Local and Regional Economic Profile■ City's Economic Strengths and Weaknesses■ Economic Development Challenge■ A Framework for Economic Development Policy

11:00	IV. Small Group Discussion
	<ul style="list-style-type: none">■ Principles to Guide Economic Development Policy■ Potential Economic Opportunities■ Supporting Strategies

1:00 p.m.	<i>Break</i>
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1:15	V. Small Group Reports
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1:45	VI. Next Steps—Economic Development Workshop #2
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2:00	<i>Close</i>
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PART I. PRINCIPLES FOR ECONOMIC DEVELOPMENT POLICY

What principles should guide Berkeley's economic development policies?

Please review the following list of potential principles for guiding economic development policy in Berkeley. We would like you to indicate to what degree you support or do not support each principle. You may also state what conditions would lead you to support the principle, and also suggest other principles not shown here.

Principle	Support	Do Not Support	Support With The Following Conditions
Business Diversity Encourage a mix of businesses which provides the full range of goods and services people need in their daily lives, maximizes employment for Berkeley residents and ensures Berkeley's participation in a healthy regional economy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality Jobs Attract and retain businesses which create quality jobs, including entry level jobs and those which pay well, may not require a college education and offer advancement opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Principle	Support	Do Not Support	Support With The Following Conditions
Revenue Generation Attract and retain businesses which generate long-term revenue for the City.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Ownership Encourage local ownership of Berkeley businesses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental Sensitivity Promote businesses whose work directly contributes to an improved environment or who operate in environmentally sound ways.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Principle	Support	Do Not Support	Support With The Following Conditions
<p>Social Equity</p> <p>Create economic opportunities for <i>all</i> Berkeley residents and ensure access to educational systems and higher paying jobs, particularly for people who have historically lacked the resources to realize the benefits of existing education, employment and business opportunities.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Public Life</p> <p>Work with businesses to make major commercial districts and neighborhood commercial areas more attractive and pedestrian friendly.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Other _____</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART II. POTENTIAL ECONOMIC OPPORTUNITY AREAS

What are some opportunity areas for economic development that should be encouraged?

Growing economic sectors and business types which either are already established in Berkeley, or could make use of Berkeley's unique mix of resources are described below. Economic development efforts might focus on retaining and attracting these kinds of businesses. Please indicate whether you believe these opportunities should be encouraged. Also, please provide examples of businesses you feel would best reflect the principles discussed earlier.

Opportunity Area	Encourage	Encourage With The Following Conditions	Examples
Neighborhood Serving Businesses (grocery/produce stores, pharmacies, hardware stores)	<input type="checkbox"/>	<input type="checkbox"/>	
Environmental Services and Products (pollution prevention and remediation technologies, pollution control equipment, consulting services, transportation related products and services)	<input type="checkbox"/>	<input type="checkbox"/>	

Opportunity Area	Encourage	Encourage With The Following Conditions	Examples
Food Processing and Retailing (breweries, bakeries, food processing equipment, specialized food suppliers)	<input type="checkbox"/>	<input type="checkbox"/>	
Arts and Entertainment (visual/performing artists and theaters, crafts, movie theaters, jazz clubs, youth entertainment, specialized travel services)	<input type="checkbox"/>	<input type="checkbox"/>	
Information Services and Technology (software firms, hardware manufacturing)	<input type="checkbox"/>	<input type="checkbox"/>	
Education and Training Services (private schools, commercial preparatory schools, community colleges, specialized training academies)	<input type="checkbox"/>	<input type="checkbox"/>	

Opportunity Area	Encourage	Encourage With The Following Conditions	Examples
Specialty Retail (bookstores, used merchandise stores, clothing stores, sporting/camping goods, hobby/toy/game shops)	<input type="checkbox"/>	<input type="checkbox"/>	
Biotechnology (research and manufacturing, pharmaceutical applications)	<input type="checkbox"/>	<input type="checkbox"/>	
Medical Services and Manufacturing (medical labs, clinics, specialized manufacturers, medical practitioners, including health practitioners)	<input type="checkbox"/>	<input type="checkbox"/>	

Opportunity Area	Encourage	Encourage With The Following Conditions	Examples
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	

PART III. TOOLS FOR ECONOMIC DEVELOPMENT

In order to encourage the kind of economic development Berkeleyans want, there is a range of possible actions which might be taken by the public sector, by private enterprise and by community organizations and agencies. These potential actions can be considered as tools for stimulating economic development.

The following is a list of some of the more commonly used tools, and we would like for you to review them in preparation for the second economic development workshop to be held on July 21. As you read through this list, we would like to suggest that you consider the following questions.

1. ***Do you think these tools are useful in bringing about the type of economic development that is desirable for Berkeley?***
2. ***Are there other tools you might suggest based on your experience and knowledge?***
3. ***Can you think of any specific applications of these tools which might bring about positive growth in the Berkeley economy?***

We have listed some existing programs underneath each category to serve as examples of current initiatives, and we will devote the next workshop to exploring your ideas for other programs and services to support economic development. We hope to see you there!

Labor Force Development and Support

A range of employment development and social services which make it possible for an individual to participate in the workforce, including: job readiness programs, vocational and other programs; job training and placement programs and childcare programs.

Examples: "First Source" employment referral program; Biotech Training Academy

Financing

The capacity to generate capital from private and public sources to assist with desired development.

Example: South Berkeley Revolving Loan Fund

Site Availability

The availability of sites for reuse, as determined by the size and location of vacant or built lots, land costs, zoning and building requirements and neighborhood concerns.

Example: West Berkeley business assistance helping manufacturers find sites

Capital Improvements

The City's and other agencies' capacity and willingness to make necessary infrastructure improvements, including the redesign and repair of the sanitary sewer system, street system, storm drain system, sidewalk system, utilities, public buildings and open space facilities.

Example: Downtown public improvements program

Permitting/Procedures

The City's regulatory structure which includes the Building Codes and Zoning Ordinance review process, required economic development, housing and infrastructure mitigation programs and other review and mitigation functions.

Example: Permit streamlining; one-stop permit center

Marketing/Organization

The City's and private sector's efforts to retain and attract desired businesses and to support local merchants' efforts to create viable business districts.

Examples: Berkeley Main Street Program; Neighborhood Development Corporations

Transportation

Providing for pedestrian, bicycle, transit and/or automobile access to stimulate economic activity in an area.

Example: Electric shuttle bus service (West Berkeley employers)

Others:

Economic Development Workshop # 2

Introduction

This report presents a summary of the second community workshop on economic development held on Thursday, July 21, 1994, at the North Berkeley Senior Center as part of Berkeley's General Plan Update process. The purpose of the workshop was to involve the Berkeley community in the process of identifying desirable types of businesses for Berkeley and the economic development strategies which should be used by the City to attract and retain these businesses. Fifty-two people attended, according to the sign-in sheet.

Planning Director Gil Kelley opened the workshop by welcoming participants and emphasizing the importance of broad public participation in the General Plan Update process. He reviewed the status of the General Plan and the economic development framework introduced at the July 9, 1994 workshop. He then introduced the process for small group discussions. The objective of these discussions was to identify specific tools for encouraging economic development consistent with the principles developed at the July 9, 1994 workshop. (See page 4 for an explanation of these principles)

Workshop participants divided into four groups of approximately twelve people each. Discussions were based on a set of economic development scenarios that reflected the economic sectors supported by participants at the previous workshop. The scenarios presented development choices and potential conflicts. Each group first prioritized the case studies, and then reviewed two cases, providing suggestions for appropriate strategies. City staff facilitated the discussions and recorded ideas and comments on flip-charts. The groups responded to the exercise with differing degrees of acceptance and interest. Two groups felt that the exercise was helpful and useful and participated accordingly. In a third group some attendees raised concerns about the workshop assumptions, but generally participated in the process. A fourth group largely rejected the premises of the workshop and their criticisms are included under the General Comments section.

Following small group discussions, the participants reconvened to hear comments and ideas generated in each group. A representative from each group reported the discussion highlights to the larger group.

The meeting closed with public announcements from meeting participants and comments from Planning Director Gil Kelley who encouraged people to maintain their participation and interest in the General Plan Update process.



Summary of Major Issues

Economic Development Scenarios

The hypothetical cases presented were: Enercizer, Inc., an exercise equipment manufacturer, The Maybeck Hotel and Conference Center, a joint venture between the City and the University, The Blue Note, a nightclub on the edge of the downtown, Berkland Court, a mixed-use housing and retail proposal, and Lillie's Little One's, a home occupation tutoring service. (See Case Studies in Appendix). Enercizer, Inc. was chosen by three groups, the Maybeck Hotel and Conference Center was chosen by two groups, and the Berkland Court and the Blue Note were each chosen by one group. None of the groups chose to discuss the home occupation scenario.

In discussion groups, meeting participants first identified conditions under which they would find the various proposals acceptable, if any, and then suggested methods for attracting and retaining these desired economic development projects. Staff presented a set of potential economic development tools including: Site Location, Infrastructure Development/Transportation, Physical Improvement, Marketing and Promotion, Financial and Technical Assistance, Land Use Permits, and Labor Force Development (see handout included in Appendix for descriptions).

Enercizer, Inc.

Three discussion groups chose the hypothetical manufacturing proposal, demonstrating interest in growth in the manufacturing sector. Participants offered suggestions for strategies to acquire the proposed project, utilizing the economic development tools. People believed that manufacturing projects could meet with a simplified, less costly approval and permitting process. They suggested that prohibitive initial costs such as assessments be deferred over time and that if the project meets economic development goals and Area Plan requirements, then the review process could be expedited. Community participants also thought that the City could provide assistance with site location, matching existing building inventory with project needs or accommodating new construction. Some people perceived a role for parking and transportation in the negotiation process. They suggested that parking restrictions could be analyzed on an individual basis, possibly mitigating the required amount of provided parking with a contribution to public transit. Ideas for improved public transit resulting from these agreements were, electric shuttles from BART sites, improved AC Transit service in the site area, company arrangements for employee public transit discounts and long-term transportation plans for site areas.



Transportation issues were among the considerations raised as prerequisite to developing strategies for establishing a project such as Enercizer, Inc.. Participants wanted a commitment that the project would not negatively impact traffic and parking in the area. Labor and environmental issues were of primary concern as conditions for considering the Enercizer project. People wanted workers' safety, local housing for employees, and training programs to be included as conditions for acceptance. They also advocated the use of the City's First Source program which connects businesses with Berkeley residents as a primary employee resource. Environmental concerns included environmental safety, no toxic dumping in minority communities, and awareness of potential air and water pollution.

The Maybeck Hotel and Conference Center

The two groups which chose to discuss the hotel/conference center expressed strong reservations with the project. Their reservations were primarily related to the physical scale of the project and the proposed partnership with the University. One participant suggested that if the project were to be successfully undertaken, the City should seek private ownership in order to benefit from the tax revenues which would not be collected under University ownership. Observing the controversy raised by the discussion, another participant suggested that as an economic development tool the City should inform the public of the benefits and advantages of such a project, and build community support by asserting community concerns throughout project negotiations.

Other concerns raised as conditions for considering the development of such a project were related to economic feasibility and architectural design. Participants questioned whether occupancy rates at the existing Downtown hotel indicated a need for more hotels or whether a new hotel would draw customers away from an existing business. People also wondered whether the demand exists for a conference space the size of the proposed Maybeck Hotel and Conference Center. Others suggested that the designers of the project should take the opportunity to create an architecturally significant structure which would establish a physical and cultural relationship between Downtown Berkeley and the University.

Berkland Court

One group chose to discuss the Berkland Court mixed-use development. They offered three examples of economic development tools which could be used toward the successful completion of the proposed project. They approved of the City providing financial assistance as long as the project had permanent financing in place. The group suggested that the City could reduce parking requirements based on the creation of a mix of income based units and an on-going requirement to maintain that mix. The participants also advised that the retail use should remain flexible if the project meets the most critical economic development principles.



The Blue Note

The night club proposal was discussed by one group which expressed enthusiasm for a new nightclub and wanted the City to assist the project. They thought that it was appropriate for the City to help the night club owners find a site, and to aid the business through the permitting process. Before recommendations were made for potential economic development tools, participants asked that neighborhood safety and low noise levels be maintained and public transit encouraged.

Transcript of Comments

Workshop participants' comments and ideas generated in the small group exercise are listed below. Comments were collected from flip-chart sheets used to record the group discussions. Comments from the four groups were combined and organized according to the case studies discussed. None of the groups chose to discuss the Home Occupation Scenario. Comments are not listed in order of importance. Comments represent opinions of individuals and are not necessarily the consensus of the groups.

Energizer Inc. - (discussed by three groups)

Conditions:

- Worker safety .
- Environmental safety.
- No dumping of toxins in other countries or in minority communities.
- Provide jobs for a diversity of people.
- Hire from local labor pool.
- Provide range of employment opportunities.
- Provide job training (youth in particular).
- No military manufacturers or military contracts.
- Transportation considerations (improvements and planning).
- Meet housing needs for workers locally.
- Don't locate in West or South Berkeley.
- Create local construction jobs.



- Meet ADA requirements.
- Don't cut corners in any requirements.
- Monitor adherence to requirements and laws .
- No Frankensteins (biotech concerns).
- Labor force development (i.e. City brings unemployed to site).
- Strengthen transportation alternatives programs.
- Provide in-service training for workers.
- Must have a public hearing.
- Accept locally owned, start-up business which are consistent with development principles.
- Encourage First Source as employee resource (Berkeley residents).
- Review parking needs annually as a condition of approval.
- Must know potential air and water pollution that could result from production processes.
- Weigh interest in expediting the project against environmental concerns.
- No public funds should be used to attract the project.
- Encourage employees to use traffic reducing transportation alternatives.
- Provide parking onsite with a reduction in the required amount of spaces in exchange for utilization of transportation alternatives by employees.
- Require an Environmental Impact Report .
- Apply the full review process if the project receives financial assistance.
- No reduction in standards.

Tools:

- Inform developer of requirements so as to minimize unexpected blocks to project.



- Offer solutions for use of public transit to manufacturing site: electric shuttles from BART sites, negotiate with AC Transit to improve service in site area, company arrangements for employee public transit discounts, devise a long-term transportation plan for site area.
- Streamline approval process (disband Zoning Adjustments Board, set clear decision making guidelines for permits).
- Maybe defer assessments.
- Grant project an expedited review and approval process if the project meets West Berkeley Plan guidelines.
- City assistance in utilizing existing building inventory as well as new construction.
- Expedite public approval process if project meets principles.
- Parking restrictions should be analyzed on individual project basis.
- Mitigate parking regulation with a contribution to public transit.
- Reduce immediate up front costs. Other fees collected over time through deferral.
- Business license fees may be waived (if financially justified) as well as other assessments.

The Maybeck Hotel & Conference Center - (discussed by two groups)

Conditions:

- Explore economic feasibility: Are there current vacancies in the downtown hotels? Consider size of conference facility vs. current available conference space and feasible room rates.
- Ensure fair, mutually beneficial arrangement with the University.
- Must not interfere with the Downtown Plan and existing scale and character.
- Must attempt to increase use of existing hotels first, or at least consider these hotels' circumstances
- Consider added traffic/transportation impact.
- Hotel employees should be unionized.



- Facility must be representative of the University's stature - architecturally significant, strong image. Establishes a physical and cultural relationship between the City and the University across Oxford Street.
- Relocation of workers from displaced jobs due to project.
- Must examine toxicity of printing site, compliance with Environmental Protection Agency regulations.
- Incorporate Strawberry Creek into design plan .
- Should not create a change beyond the scope of the General Plan or the Downtown Plan.
- Don't disregard established limitations and zoning.
- Must fit into the University's long-term plan and adjacent neighborhoods.
- Ensure that benefits are directed to area businesses.
- The City shouldn't ease the approval and review process for the University.
- Bank of America site should be saved for retail and not be considered for this project.
- List of potentially interested conference holders should be presented as part of long-term feasibility.
- Ground floor should be retail.
- Size and mass of project should not overwhelm other downtown uses and scale.
- The City must weigh carefully what the overall benefits to the City would be.

Tools:

- Educate the citizenry so that they are aware of the benefits and advantages of the project.
- Seek solutions to community concerns throughout project negotiations in order to acquire public approval.
- Seek private ownership in financing plan in order for the City to collect tax revenues which University ownership would deny.



Berkland Court - (discussed by one group)

Conditions:

- Employ local labor force.
- Encourage local ownership of business.
- Parking needs must be met.
- Weigh project against principles.
- Analyze area for suitability of reduced parking.
- Maintain architectural continuity in residential areas.
- Provide all levels of housing.
- Higher density housing on corridors.
- Type of retail use should be flexible.

Tools:

- City loans acceptable if permanent financing in place.
- Reduce parking on basis of mixed income units and on-going occupancy requirement.
- Flexibility of retail uses should be allowed if project meets principles.

The Blue Note - (discussed by one group)

Conditions:

- Make late night public transit available and encouraged.
- Maintain neighborhood safety and minimize disturbances.
- Night club should serve various cultural and ethnic audiences.
- Consider noise factors (from musical performances as well as from customers entering and leaving the club) in design.
- Open permit to review after observing impacts to the neighborhood.
- Establish closing hours which minimize late night neighborhood disturbances.
- If possible, move club further away from residences.



Tools:

- Assist night club ownership in finding site location.
- Assist night club through permit process.

General Comments: (from all groups - though primarily from one -not necessarily related to the case studies)

- Create job fair for youth and others.
- Need for economic realism.
- Transportation needs must be reviewed citywide.
- Long-term plan for light rail.
- Build parking garages in areas where it could benefit small businesses.
- Department of business licenses should be made more efficient and friendly.
- No arbitrary city hours.
- City offices should be more friendly.
- Current permit process is demeaning.
- There was no public hearing for the current Downtown Plan. (This is factually wrong and in fact refers to the Downtown Capital Improvements Program)
- Workshop exercise framed in pro-business context.
- Objection to workshop's theoretical discussion.
- Objection to workshop's preconceived agenda.
- Workshop not addressing a city in crisis.
- Workshop process doesn't appear to be a genuine opportunity for participation.
- No adjacent process for honest public input.



Meeting Participants

Daniel Albritton	Anne Henderson	Bob Sparks
Jurgen Aust	Glen Jarvis	David Stoloff
Ida Baker	Howard Jatar	Stephen Stuart
Diane Bauer	Wayne Kakcher	Karen Talimer
Debbi Bellush	Patrick Kennedy	Will Travis
Scott Boggs	Debra Kirschenbaum	Francis Violich
Curtis Bray	Helene Lecar	Dorothy Walker
Rob Browning	Mark Liolios	Michael Warburton
Jim Burress	Robert Nichols	Babs Wardwell
John Courtney	Ahmad Moghaddas	Art Weber
Bobbette B. Dann	Ann Moghaddas	Isobel White
Beatrice DeBerry	Shannon Morgan	Jennifer Winkler
Carol Denney	Willie Phillips	Nicole C. Winkler
David Duncan	Kevin Powell	Kriss Worthington
Clifford Fred	Linda Powell	Phil Wood
Travis Fretter	Chad Price	Winifred Yen Wood
Dan Glaser	Ernie Scosseria	
Deborah Green	Dale Smith	

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City of Berkeley

Economic Development Workshop #2

"Growing Berkeley Economy"

Thursday, July 21, 1994
7:00 p.m. - 10:00 p.m.

- | | | |
|-------|------|---|
| 7:00 | I. | Welcome and Introduction |
| | | <ul style="list-style-type: none">• Purpose of the Workshop• Agenda Overview |
| 7:15 | II. | Overview of the General Plan Update Process |
| 7:30 | III. | Review of Economic Development Workshop #1 |
| | | <ul style="list-style-type: none">• Issues for Discussion |
| 8:00 | IV. | Small Group Discussion |
| | | <ul style="list-style-type: none">• Economic Development Scenarios |
| 9:30 | V. | Small Group Reports |
| 9:50 | VI. | Next Steps - Community Services Workshops |
| 10:00 | | Close |

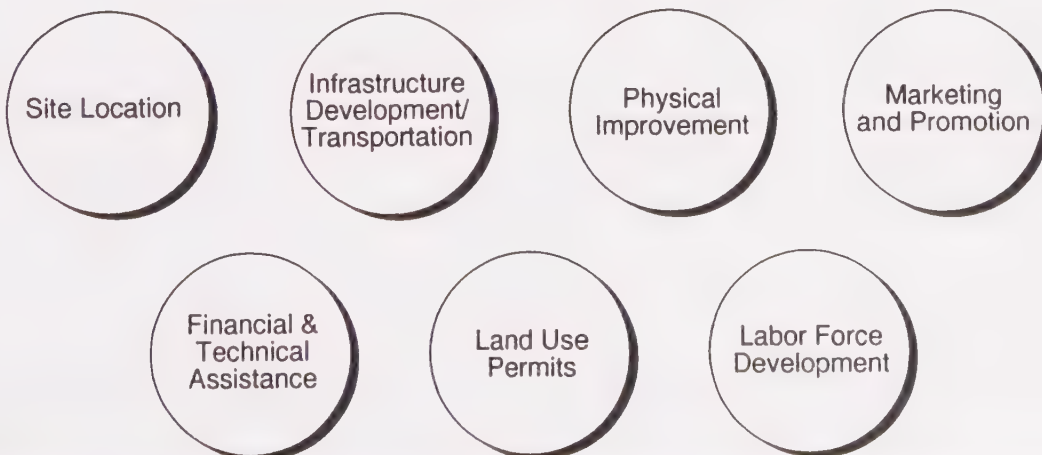
PRINCIPLES



POTENTIAL ECONOMIC OPPORTUNITY AREAS



ECONOMIC DEVELOPMENT TOOLS



ECONOMIC DEVELOPMENT CASE STUDIES

The Blue Note (nightclub)

Scenario: The owners of the Blue Note have been feeling decidedly blue. They established a national, perhaps international, reputation for their club as one of the Bay Area hot spots for jazz, blues, and rock. But their neighbors have just called it a hotspot for noise, and have become increasingly vocal about wanting Blue Note out. The club has decided the situation is untenable, and is allowing its lease to expire.

The Blue Note is looking for another home. The owners are attracted to the cosmopolitan, well-educated audience that can be found in Berkeley. They know that Berkeley has identified arts and entertainment as a growth sector, hired an arts coordinator, and has been ranked the Bay Area's Capital in "Culture per Capita." They have found a cavernous space (similar in size to large Downtown retailers) to accommodate a 250 seat nightclub, plus a large restaurant, on the edge of Downtown Berkeley. The Downtown merchants' association is ecstatic, figuring that the Blue Note can only help businesses in the area. Many City officials see the Blue Note as another component in the effort to build up Downtown as an arts center. But there are residents close by who are playing a different riff--they are unhappy and have formed the Association of Blue Neighbors (ABN).

Decision: Overall, do you think this project can be implemented in a way that meets the economic development principles well enough to get your support? Specifically, you are a Zoning Adjustments Member considering whether to grant the The Blue Note a Use Permit to open the nightclub and restaurant, and what conditions should be placed on the permit. As a Board member, do you wish to grant them the Permit? Some of the important issues that the case raise include:

1. **Noise**--The Blue Note says it will install a sophisticated sound suppression system, and that on most sides of the building, the nightclub is away from the outside. But the ABN says that's not good enough and wants the Board to require the club to install another sound insulation system (which the owners say would be both costly and ineffective) and want a pledge to keep all windows closed during performances, which the owners call unreasonable.

2. **Hours of Operation**--The nightclub business is a late hours business, the owner say, and they need a Permit that will allow them to stay open until at least 2 A.M. They point out that the Downtown Plan calls for the creation of a "24 hour Downtown." Most other businesses in the area are closed by 10:00. The ABN says that many of them live outside the Downtown area and that such hours would be an outrageous invasion of their living space which should not be permitted.

3. **Crime**--The Berkeley Police Department sees nightclubs as potential crime trouble spots, based on its previous experience. The BPD has asked that, in addition to its regular staff, the Blue Note should be required in the Use Permit to hire 4 additional security guards for all performances. The club's owners say that requirement is ridiculous, that they've never had trouble at their club.

HYPOTHETICAL CASE FOR DISCUSSION ONLY--NOT AN ACTUAL PROJECT

ECONOMIC DEVELOPMENT CASE STUDIES

Berkland Court (Mixed Use Housing & Retail)

Scenario: The developers of Berkland Court are beginning to wish they landed elsewhere. They thought their proposal for a 30 unit rental apartment building on a major commercial street in a low income area was a bold and pioneering one. The apartments would be affordable at a mix of income levels, and there would be some larger units, which families could live in. The project would meet all the zoning requirements. It wouldn't be easy, but they thought they could find bank and other financing. The project would make a 10,000 square foot (plus) eyesore of a lot into an asset to Berkeley.

But when the developers explained the project to City staff, they got an unexpectedly negative reaction. This should be a mixed use project, with ground floor retail space, the planners said. The recent rezoning of the area calls for mixed use projects to be a priority. In this area the residents want more neighborhood serving stores--food stores, drug stores, etc.

The developers made changes to their plans. The parking that they had planned for the ground floor would have to go underground (unless they wanted to insert a floor of parking between the stores and the apartments). The garage alone would increase the cost of the project \$500,000, not to mention the cost of building the retail space. And with the retail, the project wouldn't have enough parking to meet the requirement. Even worse, the Court might not get financing if the bank decided a mixed use project here was too risky.

The developers suggested that it would be most appropriate for the City to finance the retail space. The City could--as other cities have done--provide a construction loan to cover the cost of building the parking garage and the retail space. The permanent financing for the project would repay the City. And the City should also support reducing the parking requirement. Residents and stores can share some parking spaces, and transit is available.

Decision: Overall, do you think this project can be implemented in a way that meets the economic development principles well enough to get your support? Specifically, assume that you are a City Council member. Berkland Court is now before the Council for a funding commitment. Do you wish to support the project? Some of the important issues the case raises are:

1. **Financing:** The construction loan for the City supported portion of this project--the garage and the retail space--cannot legally come from the regular (dwindling) housing funding sources, because it is not being used for housing. Are you willing to pay the construction cost of this space by coming up with money from some other source? What about the risk that the developer won't get permanent financing and the City will wind up with a long term loan to the project? Is it reasonable to ask the City to pay for building the retail space at all?

2. **Retail Space:** Even if the retail space gets built, there is no guarantee that the businesses which go into it will be the kind of neighborhood serving uses the City wants. Given that the City is paying for the space, should the City demand a more active role in determining who the tenants are? Alternatively, maybe the City should just take a hands off stance and figure that any retail is better than no retail?

3. **Parking:** Are you prepared to support the reduction in the parking requirement? If not, are you willing to let the project founder on that issue? Are there other alternatives?

HYPOTHETICAL CASE FOR DISCUSSION ONLY--NOT AN ACTUAL PROJECT

ECONOMIC DEVELOPMENT CASE STUDIES

The Maybeck Hotel and Conference Center

Scenario: A joint venture has been proposed by the University and an experienced hotel developer to build a new 7 story, 400 room hotel (the minimum feasible size) and conference facility near the downtown BART station. The University has agreed to sponsor a minimum of 30 conferences per year at the facility. To induce people to stay in the hotel, UC will provide guests reservations for sports and Zellerbach events (even sold out ones).

The exact location for the Maybeck Center has not been finalized, but the short list of potential sites includes the UC Printing facility at along Center St. near Oxford. At a conservative 60% occupancy rate, the Maybeck is projected to produce \$1 million dollars a year in local transient occupant taxes alone. An estimated 200 jobs would be created, most could be filled by Berkeley and disadvantaged East Bay residents.

The Chancellor's office has been a driving force in developing this joint proposal. Market studies indicate that the proposal would be financially viable with a high level of University support. In order to build the broadest possible support for the project—and to gain additional financial backing—the University wants the city to participate in the project. City officials feel the project supports the City's goal of evening and weekend activity Downtown. They see the hotel as the next logical step for the Main Street Program.

The Chamber of Commerce is solidly behind the proposal. It has taken the unusual step of preparing a Marketing Strategy to complement the conference facility with a complete network of support services, smaller hotel/motel facilities and recreational opportunities. In this way, businesses know that the conference center will benefit—rather than compete with— them.

Decision: Overall, do you think this project can be implemented in a way that meets the economic development principles well enough to get your support? Specifically, assume that you are a City Councilmember. The City Council is now being asked to give conceptual approval to the proposed project and financing plan. Do you wish to support the project? Some of the important issues in the case are:

Physical Development: The Downtown Plan allows building heights of up to seven stories, but only for "bonus" projects which include housing (and not on Oxford St). The project as proposed will also require the demolition of an attractive older—but not landmark designated—structure (the UC printing building). Does the potential for activity in the Downtown and revenue outweigh these concerns? Are there other ways to handle these issues?

Financing: The University will be contributing the large printing site to the hotel and allowing hotel guests to park in its adjacent garage. However, so that the hotel can face Shattuck Ave., and so that the building would not be even taller, the Bank of America site must be acquired. UC is asking the City to buy the site and lease it to the hotel for \$1/year. Many cities have supported the development of hotel/conference centers in this way. Does the project's importance justify this cost? Where should the money come from? Are there realistic alternatives for the project?

HYPOTHETICAL CASE FOR DISCUSSION ONLY--NOT AN ACTUAL PROJECT

ECONOMIC DEVELOPMENT CASE STUDIES

Energizer, Inc. (Manufacturing)

Scenario: In early February, 1995, officials of the Energizer Corporation approach the City of Berkeley. The company is ready to begun full scale production of its "Energizer" exercise machines. The Energizer will be both state of the art technically and more affordable than other machines on the market. The UC professors who developed the machine have been testing prototypes in the tough environment of Berkeley and East Bay health clubs. The machine has been endorsed by leading (unindicted) athletes.

The Energizer entrepreneurs want to locate their production plant in Berkeley. They are longtime Berkeley residents and don't want to travel to the plant and they feel Berkeley is a good address for an exercise company.

Energizer has located a site in West Berkeley where it can build a one story, 50,000 square foot factory. The site is designated for this use under the West Berkeley Plan, and the Energizer entrepreneurs state that their project implements the Plan's goal of adding manufacturing jobs. A group of investors, primarily from the East Bay and Silicon Valley, is backing the company financially. The plant will employ an estimated 75 people at full production--the entrepreneurs feel many of them can be Berkeley residents or other disadvantaged East Bay residents. Now Energizer needs a Use Permit to begin construction.

Decision: Overall, do you think this project can be implemented in a way that meets the economic development principles well enough to get your support? Specifically, assume that you are an "Economic Development Officer" for the City. You have been asked by your superiors whether the City should support the Energizer proposal. Some of the important issues the case raises include:

1. **Use Permit Timing**--Energizer says it needs a Use Permit by June 30, a little over 4 months away. This is very tight timing since there is often a 3 month backlog between filing of an application and a Zoning Adjustments Board hearing. Energizer says that in early July the condition of the company will be reviewed by the company's investors. If there is no Use Permit, the investors could remove their financing. Is there anything you can do to facilitate this timing? Should you?

2. **Parking**--Energizer wants to reduce the parking requirement. It says that 1) There's no space to put parking on site, 2) Its exercise-conscious workers will find other ways to get to work, including the new shuttle to BART and 3) Parking is not a problem in this industrial part of West Berkeley. Do these assertions make sense? Are there alternative ways of handling problems like space for parking? Should you support reduction of the requirement?

3. **Assessments**--Energizer is requesting a deferral of its streetlight and landscaping assessments for 2 years after construction is completed. It says that it cannot afford to pay these assessments in the early phase of the company's life. It also says that because these assessments are calculated on a per square foot basis they discriminate against manufacturers (whom the City supposedly wants to attract). Manufacturers need large amounts of space, but retailers and office users are smaller. The City Attorney says that these assessments are fees for City services provided and cannot be deferred. Is there some other form of financial assistance the company can be offered? Should anything be offered, given that the City has not done that before?

HYPOTHETICAL CASE FOR DISCUSSION ONLY--NOT AN ACTUAL PROJECT

ECONOMIC DEVELOPMENT CASE STUDIES

Lillie's Little Ones (a home occupation)

Scenario: Lily Samuels lives in a single family house in a residential neighborhood just off a major commercial corridor. After being a Berkeley public school teacher for eight years, Lily would like to take a leave of absence from work to start her own business in her home. She is interested in tutoring children who have learning disabilities. She would like to tutor about five children a day. She has letter endorsing her work from her school's principal.

Lily has visited the Zoning counter and been told that she must apply for a Home Occupation Permit and, because the proposed tutoring service is considered "high impact" due to client visits to the premises, the permit fees will be \$446 and that she must go to the Zoning Adjustments Board for approval. Her case will be heard in two months. She will also have to provide off-street parking unless she can verify that all of her young clients will be dropped off and that no parents will stay for the tutoring session. Finally, she must provide a detailed description of how children will be dropped off and picked up.

Lily can't believe how complicated her simple proposal has become; she is feeling frustrated and angry. She also wonders if one of her neighbors who has told her that there is too much traffic in the area will actively oppose her proposal at the public hearing. Her street does tend to be fully parked up during the day. She can't afford to rent a commercial space for her tutoring, and doesn't think that would be the best environment in any case.

Decision: Overall, do you think projects of this type can be implemented in a way that meets the economic development principles well enough to get your support? Specifically, assume that you are a Planning Commissioner considering whether to change the home occupation regulations. Lily's case, along with other difficult home occupation applications has to come to the attention of the Commission. As a Planning Commissioner, would you support changing these rules in light of these situations? Some of the important issues this case raises include:

Location: Lily argues that, despite the residential zoning of her block, her proximity to a major commercial corridor makes her neighborhood a mixed use area which can accommodate her small home-based business; there are commercial uses within 500 feet of her house which generate far greater impacts than would her project. Should this proximity make a difference in home occupation rules (even though it does not for most other zoning issues)?

Regulatory Burden— Lily believes that she has been unduly burdened by being required to go to a full Board hearing and to wait at least two months for the decision. She argues that this process and expense contradicts the City's stated commitment to supporting start-up businesses. Lily has learned that, by State law, if she planned to operate full time family day care for six or fewer children rather than a tutoring service, she would be issued a Zoning permit across the counter. Zoning staff note that the \$446 does not fully cover the cost of processing a case which requires a public hearing. Should the cost of this process and/or the time required be reduced? How could this be done while still providing neighbors with the information they should have?

HYPOTHETICAL CASE FOR DISCUSSION ONLY--NOT AN ACTUAL PROJECT

Community Services Workshop #1

Introduction

This report summarizes the fifth community workshop held at the North Berkeley Senior Center on Saturday, September 17, 1994 in connection with Berkeley's General Plan Update process. The purpose of the workshop was to involve members of the community in the process of identifying community service needs and priorities for the City of Berkeley. This was the first of two workshops relating to the Community Services component of the General Plan. According to the sign-in sheet, 54 people attended the meeting.

Planning Director Gil Kelley opened the workshop by welcoming participants and encouraging continued public involvement in the General Plan Update process. He presented a slide show which introduced some key points and issues relating to the Community Services element of the General Plan. Specifically, the slideshow reviewed the four elements of the proposed Community Services Delivery Model: Enrichment, Prevention/Advancement, Safety Net, and Crisis Services. Also highlighted were the basic principles for the delivery of community services: Commitment to People and Community, Fairness, Sense of Security, and Measurable Results. Following the slideshow, Mr. Kelley introduced the framework for small group discussion.

The workshop participants then divided into three groups to review potential principles for providing community services and to evaluate the Community Service Delivery Model. City staff facilitated discussion by categorizing ideas and comments according to the proposed principles and recording them on flip-charts. Members of each group also offered additional principles to be included as guidelines for the delivery of community services in Berkeley. During the second half of the discussion period, facilitators introduced the four basic elements of the Community Service Delivery Model. The facilitators then asked participants to consider which of these components should be the City's primary focus in attempting to meet community service needs. Following the group discussions, the participants reconvened to hear ideas generated within each group.

Gil Kelley closed the meeting by reminding participants of the follow-up Community Services Workshop to take place on Thursday, September 29, at 7:00 pm. He also encouraged participants to attend the final workshop on October 15, which will conclude this workshop phase of the General Plan update process.



Summary Of Major Issues

This summary is based on comments recorded from flip charts in small discussion groups (see detailed record of comments) and from comment sheets completed by meeting participants. The small group process began with a discussion of potential community service principles followed by a review of the community service delivery model which resulted in specific policy suggestions.

Discussion of Principles

Commitment to People and Community

Participants' comments focused on strengthening the sense of community in Berkeley. Ideas for strengthening neighborhoods and community included expanded use and availability of public facilities such as schools, churches and senior centers, and a stronger commitment to diversity within neighborhoods. Several people made suggestions for volunteer programs which would bring seniors citizens and children together. Other participants called for increased utilization of the University's resources, including student volunteer programs. There was concern for maintaining and encouraging economic and racial diversity within neighborhoods. One participant referred to Berkeley's role as a "spiritual and economic center" for the region which could generate the revenue to support social services and serve as a model for other areas. People also questioned whether it is the community's or government's responsibility to provide "basic needs" and support for individuals' "quality of life". Another participant commented that the City needs to have a greater commitment to historic / neighborhood preservation which would foster pride and a sense of place.

Fairness

This principle generated comments largely focused on the fairness of the distribution of services within Berkeley and the neighboring communities. Participants commented that Berkeley is overwhelmed by the demand for social services and that conflicts surrounding location of services are polarizing the community. People felt that services Within the City are distributed unevenly, with South Berkeley housing too many crisis-oriented services and not enough enrichment services. Another person pointed to the lack of services in the Thousand Oaks neighborhood. One participant questioned whether services should be distributed equally throughout the City, or if service facilities should be concentrated in areas where they are most needed. One discussion group suggested that the City create a "Community Covenant" regarding the location of services and the types of conditions, which, if required of a facility, would gain neighborhood support for a project. Another person commented that there is a lack of services to the working poor and an over-concentration devoted to the non-working poor. A



number of comments were made pertaining to Berkeley's excessive share of service provision in the region. Some people thought that Berkeley could shed some of that burden if surrounding cities were encouraged to do more, while others thought that Berkeley should maintain or increase its provision of services while encouraging others to do the same.

The discussion of fairness also raised the issue that the University should contribute to the cost of fire and police services and infrastructure costs. Rent control was cited as in need of revision to reflect the current housing situation in Berkeley. One participant commented that there should be a focus on affordable housing rather than rent control. Participants expressed the need for greater economic and social integration, calling for the City to encourage and nurture existing economically and racially diverse, yet unstable neighborhoods.

Sense of Security

Participants expressed a low sense of security within the City. Concerns ranged from crime and poor street lighting, to seismic safety and fire prevention. Participants suggested that the City should set a goal to become one of the top ten safest cities in California and to re-create Berkeley as an ideal community in which to raise children. They advocated security with maintained diversity achieved through problem solving and communal responsibility rather than increased policing. People suggested that senior centers and schools be utilized as community centers and that surrounding communities should be encouraged to address their crime problems in order to avoid spillover into Berkeley. Several people commented that there is a difference between the perception of excessive crime and violence, and the actual threat of personal danger.

Measurable Results

Participants felt that effectiveness and efficiency of community services could be increased by reducing duplication of services, integrating complementary services and coordinating service provision with surrounding communities. They wanted methods to determine both effectiveness of services and unmet needs in service categories. It was also suggested that the City study well-integrated neighborhoods to decipher which factors have contributed to desirable neighborhood qualities.

Discussion of Community Service Delivery and Policy

Workshop participants repeatedly called for an emphasis on prevention/advancement programs in service delivery rather than crisis services. Many participants viewed an overemphasis on crisis services by the City as a breakdown in the service delivery system resulting in a lack of services for the working poor. Participants proposed several prevention areas requiring more policy analysis: affordable adult education, legal services to low-income people, and housing subsidies and rent control. Many participants placed first priority on prevention and support



programs targeting youth. Ideas included a youth program for teaching search and rescue and emergency preparedness, homework centers at the Junior High and High School level, and programs for 0-5 year olds. One participant recommended modeling a program after New York City's Beacon Schools project which re-creates schools as sanctuaries and community centers for parents, children and families, requiring coordination between the school district and social service providers.

Participants also expressed a need for an increased focus on enrichment programs. One person commented that community enrichment should include policies for parks, open space, and habitat restoration. In one discussion group, a suggestion for neighborhood beautification programs was widely supported, generating ideas for a city-wide community garden policy, neighborhood landscaping, and landscaped traffic circles. Participants felt that neighborhood beautification was linked with increased safety and security. Others suggested that University funding be utilized for enrichment programs, particularly neighborhood projects, and that some University courses could incorporate community projects into the curriculum. Some participants requested that the City be more supportive of economic development. They also suggested that the City continue to seek outside funding for community service programs and maximize the efficiency and coordination of investments.

Several participants suggested that the City adopt a wellness model, reflecting an integrated, holistic approach to community services which would move people out of crisis mode to prevention, enrichment and advancement. Suggestions for integrated service delivery included expanded use of computer technology for efficient integration of services and greater municipal democracy. In order for a holistic, healthy communities model to be successful, participants stated that all City departments, the Berkeley Unified School District, and the University need to engage in holistic problem solving. General recommendations were made for publicity and education about the benefits of community services and the principles behind service delivery.

Transcript of Comments

Comments were collected from flip chart sheets used to record the sessions. Comments represent opinions of individuals and are not necessarily the consensus of the groups.

Commitment to People and Community

- Commitment to people and community with the assistance of the community (including private assistance).
- What level of services are expected of the individual? Of the community?



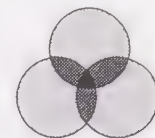
- Concern with planning for the future. Seniors connecting with children, volunteering in the schools.
- Intergenerational housing - how to get children involved.
- If we agree community services are appropriate for Berkeley, we have to provide ways to make sure they occur. There has to be a buy-in by the wealthier neighborhoods in Berkeley.
- Remember that neighborhood qualities can help community services be successful.
- People need to get more involved in their community - this helps create security because we're not alone.
- Revitalize Downtown and other areas of the city.
- Use senior centers for children, have longer hours, use existing facilities more efficiently.
- Berkeley does support services for children.
- Churches could be used; City could encourage more use of underused buildings for use by small and large meetings.
- Services are not integrated very well. Technology could be used more to help with that.
- Ombudsperson to trouble shoot coordination of community services.
- Should Berkeley services be just for Berkeley residents, or should they be regional?
- Waiting lists for senior housing is often two and a half years long. Seniors overpay for housing.
- Need to prevent homelessness. Rent control has a continuing role in preventing homelessness.
- Berkeley as spiritual and economic center for region. Economic development as support for social services. Model for region and nation. Export innovation.
- Auto-oriented sprawl development discriminates against non-drivers. Draws needed economic development from Berkeley.



- Better utilize UC and its resources. Berkeley should reflect the University's stature.
- Re-create Berkeley as a place to raise children and have a family.
- Better publicizing of City programs.
- More politeness and thoughtfulness from City officials.
- Special care to maintain economic and racial diversity

Fairness

- Distribute agencies and services fairly throughout the City.
- Provide information to citizens on how funding strategies are made (i.e., "strategic areas," CDBG grants)
- What criteria is used for access to services and clustering services?
- Surrounding cities should provide their "fair share". Need sub-regional organization of service providers.
- UC should pay "fair share" (i.e. fire, police, sewers).
- Emphasize "We". Diversity as community rather than opposing groups.
- Greater economic and social integration.
- Greater distribution of services City-wide.
- South Berkeley seems to get all the drug rehab centers. Why does South Berkeley have to get them?
- Effective, equitable way of allocating services, and locating them.
- We want community services and yet no one wants them in their neighborhoods - one of the most crucial issues Berkeley faces.
- Cost of land is a barrier.
- Higher income people are more successful at keeping those services out of their neighborhood.
- Create a "right to build" certain services in certain areas after it's proven that services are working in that location.
- Shock at the reception to the Rose St.. AIDS House proposal.



- Provide information for where services now are.
- Community services is what is polarizing Berkeley community.
- Make a covenant among all neighborhoods for equitable distribution of community services.
- If there's no real intention for fairness, then don't adopt the principle.
- Fairness is the primary principle and economics should make it possible.
- We're overwhelmed with demand for social services.
- Rent control needs to be revised to reflect Berkeley now.
- Get away from rent control and focus on affordable housing.
- Fairness criteria with in-service training for City employees.
- Focus on collective well-being, not private interest.
- Distribution of services not fair within the City (Southwest under-represented in enrichment, prevention and oversaturated with safety net/crisis services). Calls for equitable distribution of services.
- Services should be placed where needed.
- Direct resources to those most in need.
- Fairness of Berkeley's excessive responsibility in region?
- Lack of services to working poor / over-concentration to non-working poor.
- Define what is working poor vs. non-working poor. At issue: how to define value of work - non-working also contributing.
- Educational opportunity and for whom?
- Residential segregation exists (racial, class, household type, age, disability). Some disagreement.
- City policies need to encourage/nurture existing diversity because those neighborhoods are under stress.
- Berkeley should do more to take care of citizens in need while encouraging others to take care of their populations.



- Thousand Oaks neighborhood lacking services. Lack of coordination between planners and service providers.
- Establish Community Covenant to commit to providing services and distributing them throughout the City.

Sense of Security

- Maintaining public health services in Berkeley.
- Establish minimum earthquake rehabilitation standard.
- Need to review impact of loss of housing/destruction (Northridge lesson) after earthquake to minimize loss.
- Change language of stated principle from “by integrating youth and people in poverty” to “by including youth and people in poverty”.
- Need to ferret out perception vs. reality of security/violence, etc...
- Street lighting and sidewalks are a problem for security.
- Low sense of security in City.
- Re-create safe community as place to raise children.
- Berkeley to become one of top ten safest cities in California.
- Security with maintained diversity.
- Security to come from problem-solving and dealing with frustration and anger; rather than increased police.
- Reduce noise levels; unlivable.
- Security works when: cooperative, pay attention and caution for one another.
- Correlation between crime and economics. White collar crime (economic power of) denies access.
- Encourage surrounding communities to take care of their crime problems. Stop spillover to Berkeley.
- What is security? Role of education/perception.



Measurable Results

- Accountability of providing social services by other cities.
- We want a quantifiable way of judging fairness in the provision and location of services - and to see whether the services really work.
- Specific measurable results.
- Get a measure of City's effectiveness in the services it offers.
- Measurable results - relates to real outcomes as well as "measuring up to our principles".
- "Community involvement assessment" - encourage greater public participation.
- More direct methods to measure enrichment, prevention and distribution.
- Maximum use of objective criteria for determining results.
- Unmet needs assessment in service categories. Methodology.
- Study successfully diverse neighborhoods for duplication.
- Berkeley should emerge as one of safest communities in country.
- Audit of Berkeley Rent Board.

Other

- Maximizing financial investment and efficiency of resources, coordination of grant writing.
- How do you balance these principles with available fiscal resources?
- Regional approach to public safety and social services - enhance our ability to get Federal money.
- Support Tom Bates' bill.
- Future thinking



Delivery Model

- Prevention/advancement should be first priority in provision of services.
- Prevention should include housing subsidies.
- Move people from crisis and safety net to prevention and enrichment.
- Prevention/advancement priority (rent control).
- Prevention/advancement needs to focus on education and job-training for youth.
- Need physical access to enrichment opportunities.
- Favor preventative over crisis services.

Policies

- More focus on prevention and advancement.
- Targeting youth and utilizing school sites (i.e., after school care).
- Crisis services are equally important to prevention/advancement.
- Emphasis on youth employment year around.
- Target youth.
- Need physical access for disabled people for enrichment services.
- Access to services at all levels for disabled people. Comply with ADA.
- Coordinate, work together with BUSD in providing services (utilizing school sites as resources).
- HUD to develop demonstration projects as means for outside funding.
- Develop youth program for search and rescue, emergency preparedness.
- Shift money from crisis to prevention.
- Need more public education about the benefits of the services, and about what the City's community services principles mean.
- Neighborhoods need to be involved very early in projects.
- Need true public relations.



- Currently have good programs; need some improvements.
- Need children-oriented programs: parenting classes, programs for ages 0-5, family services.
- City unsupportive of economic development. Over-haul existing program.
- Resources for teenagers. Recreation/healthy activities. Prevention services.
- Assess community's assets. Strengthen positive, address deficits.
- Wellness model. How to move people/City out of crisis mode to prevention, enrichment and advancement.
- Match resources with need through voluntarism.
- Safe music and dance for all!
- Prevention focus (housing services)
- Programs for disabled teenagers. No BORC programs currently exist.
- Homework centers: Jr. High and High School.
- Senior centers, libraries and schools should be used around the clock for range of services.
- New York City Beacon Schools: Have capacity and potential as sanctuary and community center for parents, children, and family. Requires coordination between school district and social service providers.
- Volunteer effort needs funding, focus and structure.
- City should provide legal services to low-income people. Particularly low-income rights and consumer services. Encourage volunteer effort.
- City-wide community garden policy.
- Neighborhood beautification policy. Customized planters for a neighborhood/ neighborhood landscaping. Grassroots approach could generate jobs.
- Expand existing grassroots efforts to improve neighborhood (graffiti abatement).
- Landscape traffic circles.



- Utilize UC Berkeley resources (e.g. architecture students) to help solve crime problem. Students to work with local kids. Volunteer.
- Look at ways to get UC funding for neighborhood projects.
- UC curriculum could incorporate community projects.
- Link neighborhood beautification with safety/sense of security.
- Make sure homeless people get their medications on time. (Prevention).
- Integrated service delivery. Make connections between City departments.
- Focus is holistic, healthy communities model. We need City, BUSD, and the University to reflect this thinking and problem solving.
- A focus on enrichment and prevention/advancement lessens the need for safety net/crisis services (although continuing need).
- Take second look at programs which have been de-funded. How has burden of funding services shifted?
- Take advantage of computer technology enabling municipal democracy and efficient integration of social services.
- Continue to seek outside funding for Berkeley.
- Maximize financial investments (efficiency and coordination). Coordinated grant-writing.



Meeting Participants

Polly Armstrong	Ann-Marie Hogan	Helene Vilett
Maris Arnold	Joy Holland	Art Weber
Ida Baker	Curtis Jackson	Carla Woodworth
Ellen Bartles	Glen Jarvis	Kriss Worthington
Beatrice Bassigher	Howard Jeter	
Rayford C. Bell Sr.	Wolma Jordan	
D. Bilovsky	Alan Kiviat	
Bill Bogert	Thad Kusmierski	
Scott Boggs	Kathy Labriola	
Ruth Bonsieux	April Lash	
Doris Bridgewater	Rick Lewis	
Greta Burton	Mark Liolios	
David Chew	Peter Lydon	
David Cohen	Joe Marsh	
Fred C. Coltids	Newt McDouals	
Betty Crow	Robin Miller	
Joe Deringer	Richard Minner	
Budd Dickinson	Lisa Mhoyame	
David Duncan	Liz Resner	
Susan Ferreyra	Willie Phillips	
Stephanie Forbes	Nancy Polsky	
Carrie Gagliardi	Pamela Sanford	
Margaret Gerner	Dale Smith	
Rose Green	Steven Sorenson	
Victor Herbert	Dan Tossi	

City of Berkeley

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Civic Center Building
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Berkeley, California 94704



(510) 644-6534

City of Berkeley
General Plan Update
Community Workshop #6

Thursday, September 29, 1994
7:00 p.m. - 10:00 p.m.
North Berkeley, Senior Center

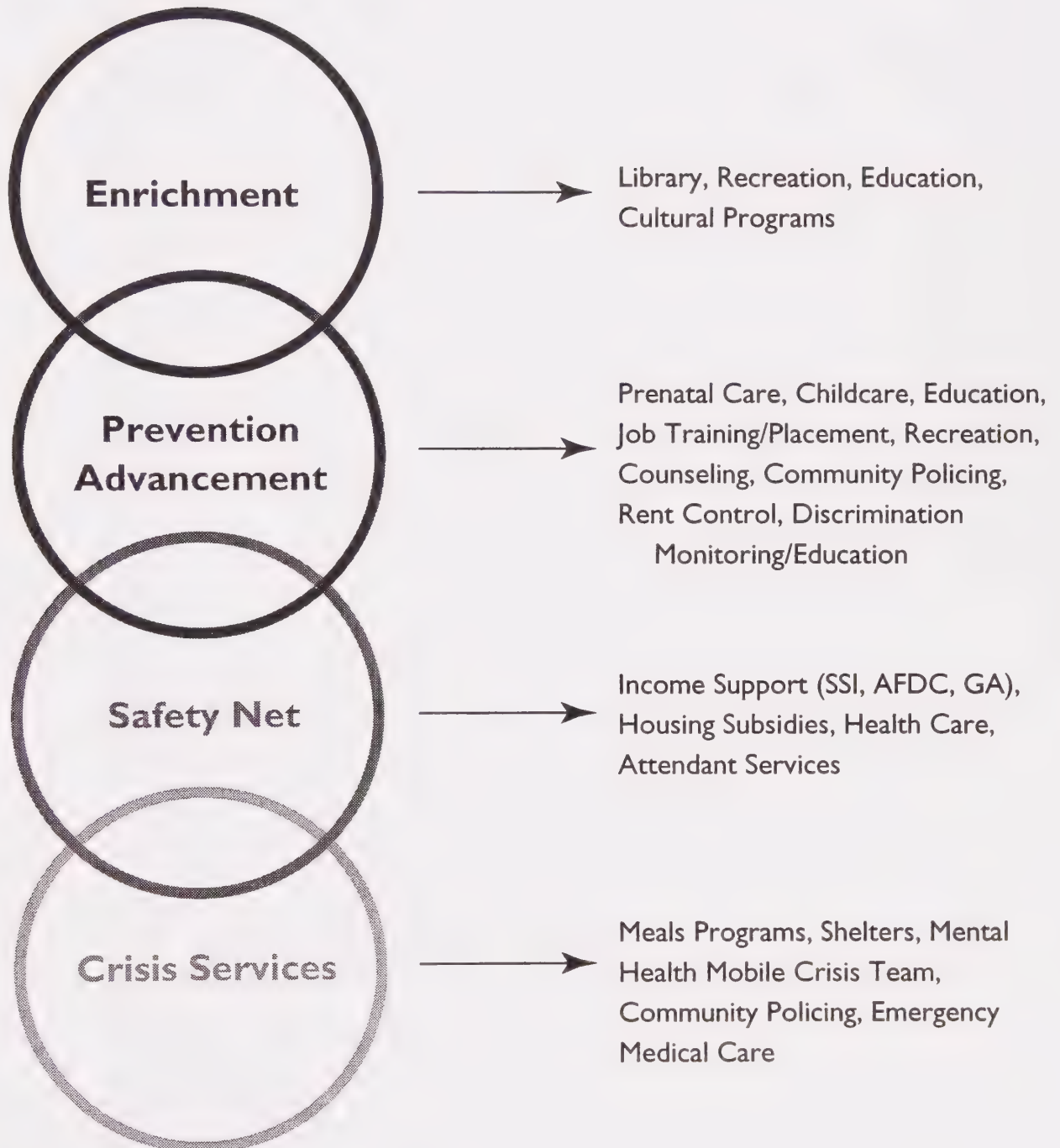
COMMUNITY SERVICES

AGENDA

- | | |
|-----------|---|
| 7:00 p.m. | I. Welcome/Introductions <ul style="list-style-type: none">• Workshop Purpose• Agenda Overview |
| 7:20 | II. Community Services: Overview Presentation <ul style="list-style-type: none">• Background on Community Services• Review of 1st Community Services Workshop• Small Group Process |
| 7:45 | III. Small Group Discussion: Community Services Scenarios |
| 9:15 | IV. Small Group Presentation to Large Group |
| 9:45 | V. Summary and Next Steps: October 15, 1994 Wrap-up Workshop |
| 10:00 | VI. Close |



Community Service Delivery Model



PART I. PRINCIPLES FOR COMMUNITY SERVICE DELIVERY

What principles should guide Berkeley's delivery of community services?

Please review the following list of potential principles for guiding the delivery of community services in Berkeley. Please note your comments, and suggest other principles not shown here.

Principle	Comments
Commitment to People and Community Contribute to the health and well being of the Berkeley community by meeting basic needs and improving individuals' quality of life.	
Fairness Work towards a more equitable distribution of services among neighborhoods and between Berkeley and other cities in the region. Ensure that policy makers and service providers remain sensitive to both the needs of service users and neighborhood concerns.	
Sense of Security Help individuals feel secure in their ability to remain in Berkeley and experience a positive living environment by integrating youth and people in poverty into the mainstream, maintaining a mix of affordable housing opportunities, and increasing the safety and quality of life of Berkeley's neighborhoods and commercial areas.	
Measurable Results Meet individuals' community service needs by helping people to develop the skills and obtain the resources needed to become self-sufficient and contributing members of society.	
Other _____	

Community Services #2

Introduction

This report summarizes the second of two workshops on Community Services held at the North Berkeley Senior Center on Thursday, September 29, 1994. This meeting was the sixth of seven community workshops in held connection with the General Plan Update for the City of Berkeley.

Planning Commission Chair Jeffrey Horowitz opened the meeting by welcoming community members. He explained that the purpose of the workshop was to involve the community in assessing the needs of Berkeley residents and setting goals for improving the delivery of community services.

Planning Director Gil Kelley then reported on the status of the General Plan Update Process and gave an overview presentation on the topic of community services. His presentation included background information on Community Services issues, specifically new approaches for developing a successful community, as well as a review of the principles introduced at the first Community Services Workshop.

Mr. Kelley also presented the Community Services Scenarios which would be the basis for small group discussion. The scenarios addressed two separate community services issues: housing affordability and child care availability.

The participants then divided into smaller groups for discussion. Facilitators challenged participants to assume the role of an Advisory Committee on Housing and Community Service Strategies, and were asked to critique and expand upon a list of potential programs intended to remedy childcare and housing problems presented in the two community services scenarios.

The meeting then reconvened and representatives from each small group made presentations to the larger group. Gil Kelley summarized the outcome of the evening's discussion and reviewed the next steps toward the completion of the General Plan Update. He invited participants to attend the October 15 wrap-up workshop, the purpose of which will be to make connections between the community design, economic development, and community services themes addressed in the six different community workshops.



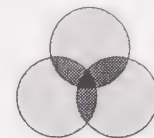
Summary Of Major Issues

Housing Affordability

Workshop participants were presented with hypothetical case profiles of two individuals facing rent increases that threatened their current housing status. Participants were asked to consider seven potential programs which could aid the individuals in the case studies. The programs ranged from short-term solutions such as assisting with rent payments for people in critical situations, to long-term solutions for renovating and building new residential hotels.

Participants generally favored long-term solutions for the prevention of homelessness, and support and advancement programs for rent payers and home owners. People supported the idea of encouraging landlords to create affordable units. They also supported renovating existing hotels and building new ones, with suggestions that the City help non-profits with the financing of such projects through low-interest loans. One participant was concerned that possibilities for renovating existing residential hotels be fully utilized before neighborhood homes are targeted for replacement or renovation, which often results in displaced residents. Participants recommended that non-profit housing developments and transitional housing be linked to social service programs, or have services provided on site. It was suggested that handicapped accessible housing should include provisions beyond those specified in Title 24 requirements. Some participants felt that for-profit developers should be allowed to build subsidized units with public subsidies. Concerns were expressed that mixed-income housing be distributed throughout the City, with a cap on the number of subsidized units in each Council District. People also felt that subsidized housing should be designed and developed with more sensitivity to the surrounding neighborhood. Relations between the City and developers were raised as a concern, with requests for improved cooperation and communication, and more community outreach on the part of developers. One group suggested that a portion of construction fees be allotted for affordable housing.

Several people supported higher density housing on activity corridors and in the Downtown, with a recommendation to allow twenty percent more density than recommended by the Association of Bay Area Governments. Group housing with shared communal rooms was suggested as a possible higher density, less expensive housing solution. Cooperative housing arrangements were viewed as providing opportunities for long-term stability and equity. Participants felt that private financial groups could ease lending requirements for first time and low-income buyers.



Child Care Affordability

Workshop participants were presented with hypothetical case profiles of two individuals faced with a lack of affordable, acceptable childcare. Participants were asked to consider seven potential programs which could aid the individuals in the case studies.

Participants widely supported the expanded use of school sites, community centers, churches and libraries for child care and youth and family services. They recommended longer hours to accommodate after school recreation and homework assistance programs, and classes in parenting skills. University students were viewed as underutilized resources in tutoring and child care programs.

One participant suggested that the City allocate one half of a percent of developers' fees to fund child care by offering low-interest loans and training for new providers, and encourage employers to provide on-site child care. Participants also advocated that the City subsidize child care slots at existing centers and establish cooperative childcare networks. People also stressed integrating children of different backgrounds at child care centers, and supporting non-profit or state funded providers. Infant care and programs for latch-key children were viewed as the most critical.

Transcript of Comments

Numbers cited refer to potential programs listed on handouts.

Housing Affordability Scenario

- Create affordable housing using vacant buildings/underutilized properties.
- First right of refusal program - convert to limited equity (city subsidies).
- Cooperate with other cities to build affordable housing funded by Federal Government. Produce "masses" of housing.
- Cooperate with "local" region and housing initiative - using various resources, strengthen community character.
- Encourage landlords to make certain units affordable because rent control units are too expensive.
- Private financial groups to loosen requirements for first time buyers/lower income. Regional effort.
- Recommend against more housing, will bring in more people. Market drives demand.



- Support higher density inner cities; 20% higher per ABAG recommendation. Mixed-use along corridors, revitalize downtown activity.
- Help support non-profit housing organizations provide social service component on-site for disabled and drug dependent. Guarantee fair distribution in City.
- Utilize closed bases for affordable housing.
- Help non-profits buy existing rental buildings or build new ones.
- Attach rent subsidies to the tenants.
- Increase allowable density of Housing with adequate parking.
- Better community outreach on part of developers.
- Allow for-profit developers to build subsidized units with public subsidies.
- Subsidized units need to be accessible to services.
- Cap on number of subsidized units in each Council District.
- Commercial corridors as locations for housing.
- Provide monthly housing subsidies.
- Eliminate rent control to allow more construction.
- Improve/modify rent control.
- Increased subsidy to pay for more expensive land.
- Mixed income housing distributed throughout the districts.
- Design and develop subsidized housing more sensitively to fit into the neighborhood.
- More cooperation and communication between developers and City.
- Central Clearinghouse for information - accessible services, explaining procedures, "Road Map".
- Both people in scenario could benefit from Section 8.
- Portion of construction fees to pay for affordable housing. (But may end up limiting money).



- Anne (in scenario) needs immediate child care and temporary assistance (back rent paid).
- Even if Anne moves up, someone else will be in her place (systemic problem).
- The GAIN Program: training, child care...; County program - could be at City level?
- Add household rent payers in order to meet payments.
- Group housing, shared communal rooms. However, privacy is a problem. Could be stepping stone to co-ops - long-term stability and equity.
- Innovative housing solutions.
- Help non-profits with low-interest loans from the City to create affordable and accessible (Beyond Title 24) housing stock.
- Fix residential hotels instead of replacing and renovating homes, displacing people.
- Units should not be made exempt from rent control. But contributes to economic mix in neighborhoods. Could be done similar to current inclusionary requirements. (#6)
- Creates nursing home situation which is offensive. Change language to say "non-mandatory" group homes. (#7)
- #4 violates principles of Fairness, Commitment to People and Community, and Sense of Security.
- Foreclosure protection.
- Need more transitional housing with social services on-site.
- #1, 2, 7 emphasized. Long-term solutions for prevention, advancement and enrichment.

Child Care Availability Scenario

- Develop after school programs at school sites for recreation/homework and parenting skills. Sliding fees.
- Combined senior programs with youth activities - senior volunteers.
- Class credit for children providing child care at school site during school.



- Establish cooperative child care network.
- Neighborhood based facilities - (community buildings) senior centers, large S.F.D..
- Use City/UC libraries, LHS.
- Train all potential providers, keep cost down and charge lower fees.
- Maintain mix of subsidized and full fee slots.
- Improve programming, safety and security at City Recreation Centers.
- Make sure facilities we already have are well utilized.
- Subsidize additional child care slots at licensed providers (vouchers?).
- College grads could pay back Federal loans by doing child care.



List of Participants

Carmen Alexander	Fred C. Collins	Gerda Miller
Altha Anderson	David Duncan	Peter Mui
Jewell Battle	C. Fred	Hayden Perry
Ida Baker	Merle Golphin	Willie Phillips
Joe Battle	Victor Heibart	Nancy Polsky
Debbi Bellush	Hawley Holmes	Dan Ross
Harold S. Bennett	Hilda Judelson	Pamela Sanford
Rayford C. Bell Sr.	Pat Kuhi	Jules Seitz
Scott Boggs	Corrina Kweskin	Elizabeth Stark
Susan Cerny	Karen Latimer	Dave Timmons
David Chew	Rick Lewis	Jean Vieth
Norie Clarke	Mark Liolios	Francis Violide
Chas H. Cloud	Kirk McCarthy	

City of Berkeley

Planning Commission
Martin Luther King, Jr.
Civic Center Building
2180 Milvia Street
Berkeley, California 94704



(510) 644-6534

City of Berkeley
General Plan Update
Community Workshop #5

Saturday, September 17, 1994
10:00 a.m. - 2:00 p.m.
North Berkeley Senior Center

COMMUNITY SERVICES WORKSHOP

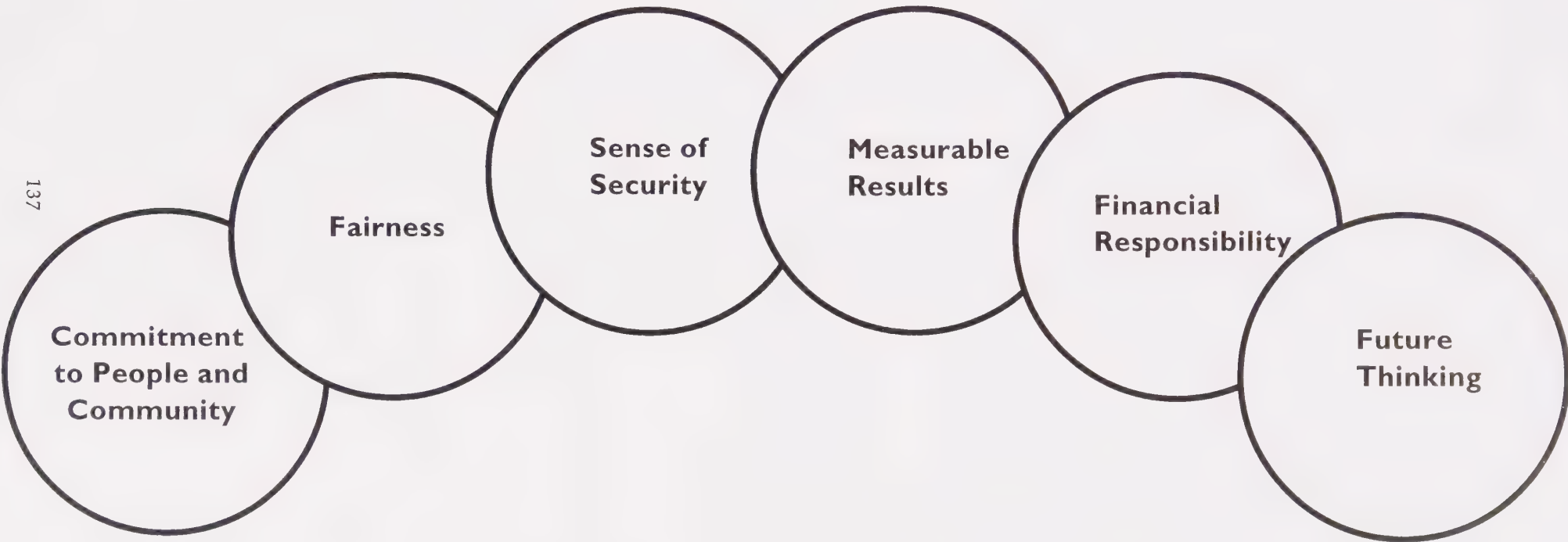
AGENDA

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|-------|------|--|
| 10:00 | I. | INTRODUCTIONS/OPENING REMARKS |
| 10:15 | II. | BERKELEY'S COMMITMENT TO DELIVERING COMMUNITY SERVICES (Presentation) <ul style="list-style-type: none">• Building community - locally and regionally• Berkeley's existing community service delivery system• The importance of linking community services to economic development• New approaches to creating a more humane, effective and efficient community service delivery system |
| 11:00 | III. | GROUP DISCUSSION: COMMUNITY SERVICE NEEDS AND PRIORITIES <ul style="list-style-type: none">• Review community service delivery model and principles• Address policy questions |
| 1:00 | IV. | BREAK |
| 1:15 | V. | RECONVENE LARGE GROUP <ul style="list-style-type: none">• Report back from small groups• Reminder of 9/29 follow-up Community Services Workshop |
| 2:00 | VI. | CLOSE |

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PRINCIPLES FOR COMMUNITY SERVICE DELIVERY



COMMUNITY SERVICES WORKSHOP

Child Care Availability Issue

For purposes of this exercise, you are a member of the Berkeley Advisory Committee on Housing and Community Service Strategies.

The Situation

There is a shortfall of approximately 500 childcare spaces for school-age children in Berkeley and 130 spaces for infant care. This is due primarily to the fact that city recreation staff has been cut, there are now stricter licensing requirements for infant care and many providers are reluctant to take care of infants. This has made it difficult to serve the needs of infants, foster kids, latchkey kids, etc. There is also an imbalance in the availability of childcare slots: while there are vacancies for full fee slots, there is a waiting list for subsidized slots.

Darnel James, a single head of household with two boys ages 6 and 9, leaves for work at 7 a.m. and returns home at 6 p.m. He sends his boys to school with an older neighbor child and they return home and spend the afternoon in the neighborhood. He has been reluctant to send them to the recreation center because some older children stole his eldest son's jacket last fall. He is also worried about rumors he has heard that drugs are being sold outside the center. There is a private childcare center close-by, but it is too expensive.

Louise Pinkham, is 19 years old, and a single head of household. She had her first child when she was 17 and had just finished high school. She now has a 2 month old infant in addition to her 2 year old daughter. Louise is enrolled at the local community college and is very motivated to complete her degree. However, she has found it impossible to find child care. An older neighbor has volunteered to care for the children but the woman is not licensed and Louise doesn't feel she has a good grasp of the childrens' needs. There is a long waiting list for both infant and preschool care.

The Challenge

Staff has brought these cases to you, the Advisory Committee on Housing and Community Service Strategies, to ask you to decide what the City should do to help people like Darnel James and Louise Pinkham. To help you discuss what to do, staff has prepared the list of potential programs below. Many others are possible.

Potential Programs

1. Subsidize additional existing childcare slots at licensed providers.
2. Create new childcare centers which maintain a balance between subsidized and full fee slots.
3. Prioritize grants to subsidize and train more infant care provider positions.
4. Develop after-school programs at school sites and recreation centers with an emphasis on recreation and homework assistance, etc.
5. Improve programming, safety and security at city recreation centers.
6. Help establish co-operative childcare networks between parents at recreation centers,
7. Develop family intervention programs which combine counseling, parenting skills training, job readiness skill development, job training, and childcare and job placement.

COMMUNITY SERVICES, HOUSING AND PUBLIC SAFETY

Housing Affordability Issue

For purposes of this discussion, you are a member of the Berkeley Advisory Committee on Housing and Community Service Strategies.

The Situation

Berkeley is home to 1,800 families living below the poverty line, with incomes of less than \$14,000 annually and to 2,900 adults whose physical or mental disabilities that make it virtually impossible for them to work so that they must live on public assistance for the disabled, called SSI, which pays \$600 per month. According to the Rent Stabilization Board, less than 2,000 of Berkeley's 25,000 rental units have rent ceilings under \$400, and almost all of these are studio and one-bedroom apartments.

Anne Smith is a single parent with two children. She has a part-time sales job paying \$6 an hour and lives in a rent controlled apartment whose rent has increased from \$392 in 1990 to \$583 today. She is taking classes to improve her job skills so that she can compete for higher salary jobs. Due to a slow period at the shop, she has fallen two months behind on her rent. The Berkeley Community Law Center can help pay her back rent with City funds for a homelessness prevention program, but is uncertain that she can afford to continue living in her present apartment.

John Williams is physically disabled, receives public assistance of \$604 monthly and lives in a rent controlled apartment whose rent has increased from \$392 in 1990 to \$583 today. He has fallen two months behind on his rent and has come to the Law Center for help. The Law Center could help pay his back rent with City funds for a homelessness prevention program, but does not believe that he will be able to continue to pay his rent in the future. (How would you feel if John Williams was mentally rather than physically disabled? What if he is an alcoholic and needs help with overcoming his addiction?)

The Challenge

Staff has brought these cases to you, the Advisory Committee on Housing and Community Service Strategies, to ask you to decide what the City should do to help people like Anne Smith and John Williams. To help you discuss what to do, staff has prepared the list of potential programs below. Many others are possible.

Potential Programs

1. Renovate existing residential hotels and build new ones.
2. Help non-profit organizations buy existing rental buildings or build new ones.
3. Provide monthly housing payments so poor people can afford Berkeley rents.
4. Provide security deposits and last months rent to help people who can not afford the rent move to another city.
5. Strengthen rent controls to keep rents down.
6. Encourage landlords to make some apartments affordable to poor tenants by exempting other units from rent control in return.
7. Buy existing residences to use as group homes for the severely disabled; include social service component.

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